

GOOD BETS OVERLOOKED

COMPLAINTS that there was no business got to be such a dirge to George H. Curtiss, secretary-treasurer of the Pacific Radio & Electrical Trades Assn. wherever he went among his members that he decided to find out for himself if it was or not. It just couldn't be *that* bad, he told himself.

Accordingly he urged one dealer who had complained loudly, to try an experiment with him. Finding the dealer had no mailing list of prospects, George Curtiss asked him for a list of his former customers, people to whom he had sold something during the previous year or two. To a selected group of these he mailed this letter:

"Dear Madam:

"Now, that the outlook is much brighter for us all, and it will be just a period of a short time before everyone will be back to work earning a good salary and again enjoying the many desires of life that make us happy, we have decided to prepare for the future by expanding our business to include many more household appliances.

"However, we are not quite sure as to which appliances the housewives of ——— desire the most, so we have decided to ask the candid advice of a few of our former and present customers.

"Therefore, we have arranged with a sales engineer, Mr. George H. Curtiss, to make a survey for us and accordingly have asked him to call on you within the next few days for some advice which we hope you will impart to him."

Two days after a small mailing of these letters Mr. Curtiss called on 15 of those to whom letters were sent, found 7 at home. It took but 3 hours to make these calls. He had with him a questionnaire form asking quite frankly what appliance the person intended buying in the near future, what price range they were interested in, and what appliances they already possessed. Other direct questions such as how long they had had their present radio, what programs they enjoyed most, and what they thought of the service of the firm which Mr. Curtiss was representing, were also asked.

That three hour jaunt brought back excellent prospects for 3 refrigerators, a water heater, an auto radio, a radio, an automatic toaster, and two electric clocks. It also revealed, sad to say, that some of the dealer's old customers had just recently bought elsewhere, just from lack of attention, 2 refrigerators, a radio, and an auto radio.

Electrical Merchandising

VOL. 50

No. 5

Contents for December, 1933

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Branch Offices: 520 North Michigan Ave., Chicago; 883 Mission St., San Francisco; Aldwych House, Aldwych, London, W. C. 2; Washington; Philadelphia; Cleveland; Detroit; St. Louis; Boston; Greenville, S. C. James H. McGraw, Chairman of the Board; Malcolm Muir, President; James H. McGraw, Jr., Vice-President and Treasurer; Mason Britton, Vice-President; Edgar Kobak, Vice-President; H. C. Parmelee, Vice-President; Harold W. McGraw, Vice-President; B. R. Putnam, Secretary.

WAIT !



*get the Frigidaire story of dealer sales
and profits before you decide for 1934*

Strictly as a business proposition it will pay you to see what Frigidaire has to offer before you decide upon your refrigeration plans for next year. For the Frigidaire proposition offers opportunities for profit no refrigeration dealer can afford to ignore.

The Frigidaire program is tried and tested. It was largely responsible for Frigidaire's spectacular success in 1933... a record volume of business in which Frigidaire dealers substantially profited.

And these proven ideas and methods are now the basis for an even greater program of intensive dealer cooperation, adapted to meet new and

changing conditions in 1934. It's a program that includes business-building advertising and sales promotional activities covering Frigidaire's complete line of refrigeration equipment.

With Frigidaire leadership and preference more firmly established than ever, with the improvements and refinements in the entire Frigid-

aire line, and with the kind of cooperation which has *proved* its effectiveness, the refrigeration dealer is now offered an outstanding business opportunity. Get the Frigidaire story before you make your plans for 1934. Write today to Frigidaire Corporation, Subsidiary of General Motors Corporation, Dayton, Ohio.

Frigidaire

A GENERAL MOTORS VALUE

DECEMBER, 1933

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,
Editor

Tennessee Follies

THE Tennessee Valley Authority is now negotiating with electrical manufacturing companies for production of a cheap line of electrical appliances. These are to be sold at prices which would be within the reach of the people in the Tennessee Valley. This move has not been officially announced. But it is known to a number of electrical manufacturers and admitted unofficially in Washington.

So, in order that the electrical appliance trade may be further bedevilled, the United States Government plans to present it with this choice competitive package.

The reason for such a project is that there must be consumption equipment in homes if the power from Muscle Shoals is to find a market. No startling news to the electrical industry which has been energetically equipping the nation's homes for the same reason. But selling ranges and refrigerators and water heaters to the people of the Tennessee Valley is the same sort of job as selling the same products to people in any other section of the country. It requires distributors and dealers and salesmen. They also need to eat and wear shoes and live in houses. And the money for these things must come out of the price the customer pays.

SOME months ago, you will remember, the Tennessee Valley Authority made public a projected rate schedule which, showing domestic rates down to 0.4c. a kw. hr. for over 400 kw. hr. a month, was given national publicity. This was a cause of much embarrassment to the power companies all over the country. Distributors and dealers generally were quite resigned to seeing these unfavorable comparisons made between the Tennessee Valley rates (not yet actually available to any user) and the rates of their local companies.

But suppose Mr. Lilienthal gives the press a statement that the T. V. A. will not only provide low rates, but has arranged also for refrigerators and washers and ranges at prices well below the current market (and that, if anything, is what the present plan is about). Such a statement widely quoted will cause a lot of people everywhere to ask how come that these prices are only to apply to the Tennessee Valley. And then it will not only be the utility ox that is gored.

In short, it looks as though someone was about to do something foolish and prove a source of unprofitable embarrassment to the entire electrical industry.



EDITOR

Supervisor Jones	26	27	28	29	30	2	3	4	5	6	7	9	10
Smith	RR		✓	WW		W	Ref	W	W	W			
		52.96	193.00		78.50	406.09		10.40	88.25	18.04	154.01	174.01	144.03
Brown	W	✓	Ref	W		W	W	✓					
	Ref							132.10		114.50		76.60	180.00
Greene	Ref	✓	✓		✓	Ref	W	✓	Ref	✓	✓	Ref	✓
			299.00		1	42.15	197.55		364.00				278.6

The sales manager's summary of each salesman's day. Check means prospect, capital letters = home demonstrations, figures mean sales closed.

Taking the UNCERTAINTIES out of Outside Selling

By Laurence Wray

THE sales manager of any specialty business is constantly wrestling with the problem of low sales volume and high sales cost. An unexpected upturn may allay his fears temporarily, just as soon as the sales curve slides downward, the old bugaboo returns.

The manager knows the distribution of a specialty appliance depends to a very large degree upon the efforts of organized intelligent outside sales forces, but he finds himself helpless to gauge or guess at the real state of affairs. Is the business really there? Are there not still enough people with jobs and incomes to provide a satisfactory volume? Are the salesmen really working? Are they doing all that can be reasonably expected of them or are they lying down on the job? The man-

ager has the feeling of utter helplessness because frankly he doesn't know.

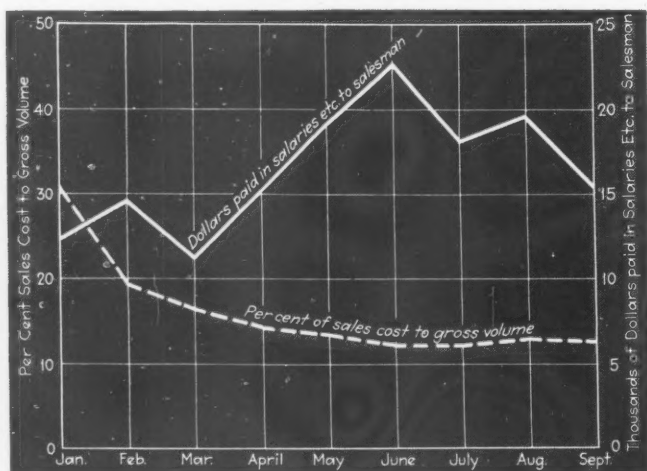
In the course of routine operation he has periodic individual conferences with his district sales managers. One meeting typifies another. The sales manager wants to know why quotas are not being made—why Jack Smith quit—why sales costs are so far out of line. The district sales manager is a thinking person, too. He has many reasons and good ones, too, why things are so bad. He is working his head off trying to keep the men pepped up. But what can he do? Two more banks have closed and the steel mill has another strike. He cannot control these conditions, but with any kind of a break his organization will make a record. That is all he wants, just a break. His men are all working hard, but half of the people in his territory are on the relief rolls, and so on ad nauseam.

Is it any wonder the sales manager feels licked after an endless repetition of these stories? He doesn't know who's to blame, but he has to do something. What is to be done?

Usually several things happen.

A district manager or supervisor is fired; salesmen are replaced right and left; the final resort of the new broom is once more dragged out to instil pep and spirit in the sales organization. Contests are thought up; sales rallies held prior to the opening of new campaigns; and the men are exhorted to go out and ring those door bells for the honor of the company and the West Wumpus Division. A perspiring sales manager with a catch in his voice tells them they are the finest bunch of boys in the world, that he knows they can sell, and that by Godfrey they are going to make last year's quota look sick. . . .

But it is warmed-over stuff—the sales manager knows



Graph showing how salesmen's earnings increased during the same period that percentage of sales cost to volume dropped.

Down at the Philadelphia Electric Company the salesmen are earning more money, sales have increased, and the cost of getting the business has steadily decreased. . . .

Here is the story of the "Monty Plan" which, for the first time, has brought the mathematical certainty of the production line into the business of specialty distribution. . . .

It is a plan which will be hailed as a major contribution to the haphazard and hitherto highly personalized business of selling. . . .



AUSTIN MONTY
Merchandise Manager
Philadelphia Electric Co.

it—so does the salesman, despite his momentary enthusiasm and his genuine desire to see the bright dream translated into terms of real dough.

Nothing is so contagious as discouragement. The psychology of the salesman is peculiar. Offhand, you would assume that economic pressure and love of family would keep him working long after his natural enthusiasm and will to do had disappeared. But actually, the reverse is true. In the morning he may be brimming over with vigor and enthusiasm. After a few nasty rejections of his sales story, or perhaps a sob story or two, does he take another notch in his belt and say to himself, "Well, I must keep going, the grocer has to be paid, I need another ton of coal" . . . No, he quits for the day. Does he feel any sense of guilt or wrongdoing? He does not. He convinces himself that conditions are so tough that it is a waste of effort to continue. Perhaps this fellow is a man with a fair record. Maybe a day or two previous he lost an order because of delayed delivery, or too stringent credit investigation. So his mind seizes on this and he blames the company. The next day he starts out without enthusiasm, but with the feeling he is working for a lousy outfit. In a short time his case becomes hopeless and he has to be fired. Another man is hired and trained to replace him. The new man proceeds to go through the same vicious cycle.

All these things passed through the mind of Mr. Austin Monty, Merchandise Manager of the Philadelphia Electric Company, as he lay at home ill with influenza and mentally exhausted from his efforts to cope with this very problem. He knew that all he could hope to hire in the way of man-power were men of average intelligence and average ability. Firing one group and hiring another was only going from the frying pan into the fire. These were the tools he would have to work

with and quarreling with them would be an admission of failure. If they were not able to obtain satisfactory volume because business conditions were bad, that was something they could hardly be blamed for.

He began to speculate on the differences between the cold certainty of mechanical production with each man performing his individual job, and the harsh uncertainties that went with getting the finished product into the hands of the ultimate customer. Production was pretty close to a science; selling, which depended on the personal equation, was little more than inspired guesswork, operated under one of a hundred different theories.

HE PERCEIVED the fact that certain things had been accomplished in the science of production which, in a measure, could be applied to selling. Basically, in mass production stress was placed on having individuals perform a number of comparatively simple operations in a specific time, scheduling these operations in such a manner that a predetermined number of finished products resulted.

Why not forget sales volume—forget contests—forget quotas, pep talks, and hard-luck stories from salesmen? Why not set up in its place a systematic, intelligent control plan for salesmen whereby sales executives, down through district managers, crew supervisors and retail salesmen fitted into a distribution scheme that was almost as exact as the production line in a factory? In other words, give the salesman a definite job to do—why not set up minimum requirements based on the immediate steps preceding a sale?

Of course, every sales manager knows the relation between calls and demonstrations and sales. Some of the best specialty sales organizations in the business

have worked it out so closely they can quote you the exact figures for the number of calls and demonstrations necessary to produce a stated number of sales. Sales managers have long pounded this "law of averages" theory into the heads of easily discouraged salesmen.

The only trouble with it is that only a scattering of really intelligent salesmen apply it. Where it is compulsory in a sales organization it has been practiced with some degree of effectiveness in *good times*, but when business goes to hell in a bucket, salesmen are inclined to the philosophy of despair. "What's the use?" they say, and making calls or faking them becomes a routine matter.

ONE thing Monty knew about salesmen was how they reacted when the going was tough and their incomes began to suffer. He knew they were easily discouraged. So the problem, as he saw it, was to lay down a program of assigned tasks which, if faithfully performed by the men, would result in the individual man securing as much business as it was possible to get.

The first step in the plan, therefore, had to give the retail salesman a definite job to do in a specified period of time. The definite job, logically, must consist not in securing a certain volume of sales, but in accomplishing certain steps which immediately precede a sale.

If he could do this he would direct the salesmen's attention to doing properly the things which create sales.

Moreover, if the assigned tasks were within the ability of the average man to accomplish in a given time, the results must inevitably be a bolstering of his morale and the production of satisfactory sales volume.

The appliances which the company sells divide themselves into two classes. Those which could be readily demonstrated in the home, and those which could not. In the first group are the radio, washer, cleaner, and ironer, and in the second class, the range, refrigerator, and water heater.

The first requirement laid down was one qualified demonstration per day of either a radio, washer, cleaner or ironer. The demonstration had to be qualified on the basis of a need existing for the appliance and the customer having the ability to buy. To offset the possibility of the men hanging these appliances in homes, ratios between sales and demonstrations were determined for each appliance. The responsibility for maintaining the ratio was assigned to the supervisors.

The next requirement was that he obtain one qualified prospect per day on either a range, refrigerator, or water heater. Qualified prospects were defined as those with the ability to buy plus the need for the appliance. To illustrate, a qualified prospect on a refrigerator must be a prospect with the ability to buy and already using some kind of refrigeration. A family using a window-ledge box was out, as indicating one who couldn't afford even an icebox. A qualified prospect on a range must be a customer who had the ability to buy plus cooking equipment that needed replacement. The only way a salesman could get around the minimum requirements of obtaining a qualified prospect and a demonstration per day was by making a sale of \$45 or over on any particular day. In addition, he must sell one table appliance per week.

These minimum requirements for the salesmen might still mean nothing if it were not for the rigid requirements also demanded of the supervisor whose job it is to check the salesmen.

There are two supervisors to every district and each supervisor has approximately eight salesmen under him.

Their minimum requirements consist of:

1. Canvassing with a different salesman each morning.
2. Calls on two qualified prospects with two different salesmen in the afternoon.
3. One call in the evening with a third salesman.

Once a home demonstration or a qualified prospect is marked down on the salesman's books, it cannot be eliminated as a possible sale until the prospect or demonstration has been checked by the supervisor. This eliminates all possibility of a salesman hanging appliances on door bells and coming around to pick them up the next day.

The manager of each district also has his minimum requirements. They are:

1. To check the salesmen daily to see that they have complied with minimum requirements—to see, in other words, that they have one qualified prospect and one home demonstration. A salesman cannot miss two days in succession, without being brought up short, which gives the manager an absolute check. The manager is never held accountable for sales volume, but he must see to it that the salesman works hard enough and long enough to meet the minimum requirements.

2. To spot check on both salesmen and supervisors when no sale results from home demonstrations and qualified prospects.

This three-way check takes all the personal equation out of this canvassing business, and the salesmen don't have to be told to do or die in pep fests. They have a job to do. They can't fake it. The result is that shortly after performing their minimum requirements they find themselves happy and contented—not only because they have no excuses to make, but because *they are actually bringing in business they themselves didn't know was there*. In addition, it brings to light and corrects the two greatest weaknesses of salesmen. These are the inability of the average salesman to learn to recognize a prospect when he sees one and his prolific waste of time.

The fourth step and the one which has proved of greatest value to the management, is the central office control record. Every morning each supervisor reports the demonstrations, prospects secured by his men and qualified prospect calls made by himself the previous day. This report is immediately reviewed by the local manager and forwarded to the central office. Here, the record is transcribed to a central control sheet. This control sheet gives the sales manager an exact picture of the day-to-day performance of every salesman and supervisor for the entire month.

NO LONGER do bank failures, strikes, fires, or riots enter into the discussion of sales production. The group's weaknesses are pointed out to the manager, he is held strictly accountable for the performance of minimum requirements *and never for sales volume*.

A story will help make the point clear. In one of Philadelphia's districts, Mr. Monty recounts, business was notoriously bad. The men were getting prospects and demonstrations, but they just couldn't seem to make sales. Mr. Monty suggested to the manager that his two supervisors were no good, but he protested that they were fine, honest, and hard-working. A check-up showed these two supervisors actually were faking demonstrations and prospects in collusion with the men. The salesman had simply unloaded an appliance and the supervisor made no effort to check when the appliance was taken out. They were both fired and two new men

(Please turn to page 38)

The Results of the EDISON INSTITUTE LIGHTING ACTIVITY *are just* **Too Good to Be True**

By Frank B. Rae, Jr.

THE amazing thing (to some people) about the Edison Electric Institute's present lighting sales activity is that it is a success.

The industry was thoroughly prepared for a flop. Plans were laid in confident expectation of failure. Sales quotas were based upon the assumption that the American public is one long bread-line, living in hutches and sleeping through the hours of darkness because it cannot afford light.

And then see what happened! One company sold 28.8 per cent of a five-weeks' quota of lamps on the very first day of its activity. Another sold 71 per cent of a month's quota on the first day. In a town of 4,486 total population, 3,132 lamps were sold.

A meter reader who regularly peddled lamps on the side, and was thought to be pretty good at it, increased his sales 535 per cent over a five weeks' period.

One company sold lamps to the tune of 61.7 watts per meter, another passed 95.7 of a month's quota in a fortnight, and Philadelphia Electric, besides reaching 57 per cent of its month's quota of lamps in the first six days, also dug up 13,654 live lighting prospects whose immediate purchases represent almost 2,000 kw. in added load.

Everywhere, apparently, this "new approach" idea, both in home and small commercial lighting, has taken hold like a bear trap. One "home lighting girl" sells 50 per cent of the customers she calls upon and manages to increase the wattage 346 per home. Another company reports the increase on 168 homes as averaging 228 watts per installation. This is added business, understand. Two absolutely green girls in Chicago who took the course in a home lighting school at their own expense, put an estimated 600 kw.-hr. per day each on Commonwealth's consumption figures during their first two weeks of service.

That the public is interested is vaguely evidenced by the fact that 98.3 per cent of the entire population of Underwood, Iowa, turned out to a lighting demonstration, that another company was so swamped by replies from a single direct mail advertisement that the campaign had to be abandoned to enable the overworked and undermanned sales force to catch up.

Merchandise sales go hand in hand with lighting revenue. From many reports, the writer observes that merchandise sales about equal the amount of estimated first year's increase in lighting revenue. Most such merchandise today goes through the dealers. This makes the activity interesting to the trade.

In one town, a chain store reported 300 per cent increase in sales of lighting merchandise this year as against last, two other stores in the same town admitted 100 per cent increases. The high point on dealer sales was the town in which every indirect portable in every deal-

er's stock was sold out during the first week, and the campaign had to be abandoned.

Nor are these results limited to home lighting. We have the case of a commercial lighting man who sells 12½ per cent of the merchants he calls upon, jobs which average almost \$250.00 each, the sales being made almost invariably for cash. Also we have the case of a commercial lighting man who sold 32 jobs, big and little, in 24 working days, giving some \$2,500 to cooperating contractors in fixtures and wiring and adding 28.85 kw. to his company's lighting load.

Your reporter could continue this recital for a dozen pages if the editor had the pages to spare, but the final result would be this inescapable conclusion—

The public is keener to buy than we are to sell.

Slide-rule addicts will raise the point that percentages based upon quotas may be like prices based on inflation. True. But anyone who has played around with sales executives knows that quotas are set at about 99 per cent of what the management hopes to attain in the face of adverse weather and luck. If the weather is good and the luck holds, the normal expectancy is that quotas will be exceeded by perhaps 10 or 20 per cent. But here we have reports of quotas multiplied by two, three, four, even five. The answer is that such results indicate timid planning, lack of confidence, depression bewilderment. Not a very good state of mind, if you ask me.

ONE shrewd observer pointed out that most of the E.E.I. lighting activities so far reported are Mazda lamp sales or sales of very low priced portables. The answer to this is that many of these companies and coordinated groups lacked the hardihood to tackle larger units. They crossed their fingers and dived off the shallow end with consigned or sub-priced merchandise because they were betting against themselves. Where bigger units were offered they were sold.

It seems to this writer that it is about time for the lighting industry to hitch up its breeches. The public has proved to us conclusively that it will buy if we will sell. It is buying 300-watt indirect portables by the thousand. It is buying commercial fixtures in amazing volume during a season when one would least expect such business. It is putting a couple of hundred additional watts, and the merchandise that goes with those watts, into half the homes the "new approach" girls visit. It is putting window lighting and general lighting and counter lighting into its small stores.

About the only thing the matter with the lighting business is the lighting salesman and his boss, and what ails them, as has been demonstrated by the Edison Institute activity, can be stated in five words—

They're too timid to sell.

Electrical Equipment

40 Manufacturing
Executives

75 Utility
Executives

Ranges	22	50
Water Heaters	6	23
Refrigerators	36	71
Dishwashers	3	16
Clocks	37	73
Ventilating Fans	17	36
Percolators	37	73
Toasters	40	75
Egg Cookers	18	46
Mixers	29	66

The Electric

IT has often been proposed and long urged that the way to sell electrical appliances is not as we have been—one at a time—but in a combination group, such as a complete kitchen or a complete laundry. Although equipping the kitchen electrically offers a particular opportunity for a large unit sale, actual sales of complete kitchen equipment have been small to date.

That is only natural. The investment in a complete electrical kitchen is a considerable one. The real value the electrical kitchen has for the industry lies in its pro-

motional importance for all of the kitchen appliances.

Visualizing a modern kitchen for the housewife focuses attention on the electrical equipment. Translated into terms of her own kitchen, it means buying an electric refrigerator, dishwasher, sink and range together with the small appliances.

The General Electric Company is advertising completely equipped kitchens, but emphasis has been placed on acquiring one piece of equipment at a time. The interest aroused by the Kitchen Planning Institute at Nela

Park has produced similar planning activities in the organizations of a number of power companies.

Several of the companies offering a kitchen planning service combination companies, and the kitchens thus planned provide for the use of gas for cooking and water heating.

At shows and exhibits the All-Electric Kitchen never fails to arouse interest, and distributors and dealers as well as power companies have exhibited such kitchens, bringing together in one ensemble the products of several different manufacturers.

In an effort to determine how far this promotion had registered within the electrical industry, ELECTRICAL MERCHANDISING asked several hundred prominent men and women in the central stations, manufacturing, distributing and retailing fields to give us a list of the electrical equipment in their



A kitchen at the GE Institute, Nela Park.

in the Kitchens of

16 Dealers

25 Distributors

9	11	Ranges
2	3	Water Heaters
16	26	Refrigerators
3	3	Dishwashers
15	25	Clocks
7	17	Ventilating Fans
14	24	Percolators
16	25	Toasters
4	13	Egg Cookers
14	22	Mixers

Kitchen

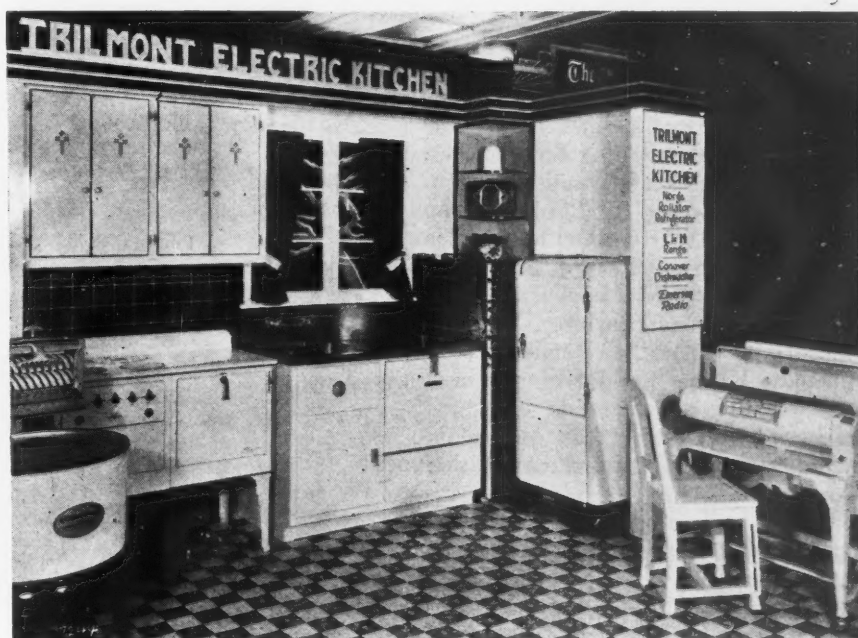
own kitchens. The returns shown in the tables above indicate the degree to which these particular shoemakers' children are shod.

The degree of use of the smaller appliances and of the refrigerator is very striking and the range makes a better percentage showing than might have been anticipated, considering the complicating factors that exist. All conditions in all homes cannot be the same, and it is therefore idle to expect that even within our own field we are going to get 100 per cent acceptance or 100 per cent use of electrical equipment. For instance, a number of utility men answering the questionnaire live in larger cities, in apartments, where it is not practicable to use an electric range. Also, many are combination company executives.

It was pointed out in one of the letters accompanying the return of a questionnaire that the list of questions was lacking in that it did not inquire into the total kw.hr. use per month in each executive home. In this connection another letter describes the residence of an executive in a larger city who occupies an eight room cooperative apartment. His kitchen is equipped with a refrigerator, clock, coffee maker, toaster, mixer. He uses a gas range and hot water is provided from the apartment building. However, there is a liberal use of light throughout this home, washing and ironing is done at home with electric equipment, and

because of full use of the equipment owned, the average yearly consumption of electricity is 7200 kw. hrs.; a very striking example of what may be accomplished in load building, even though the major load builders—ranges and water heaters—are omitted.

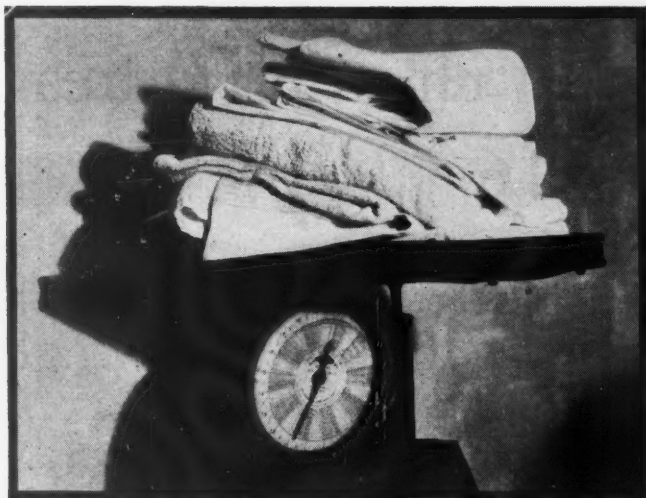
There is undoubtedly a very rewarding promotion possible to the utilities in the stimulation of use of electric service by their own employees. A great many companies have undertaken such promotion to their employees.



Kitchen displayed by Trilling & Montague, distributors, Philadelphia.

HOW MANY POUNDS?

Here's how 8 pounds of laundry looks. It's the amount a 6-sheet washer will handle properly at one time



By T. F. Blackburn

Questions

that get

TWO things women are expected to be able to do instinctively—take care of a baby and do a washing.

That they feel they can't depend on this well-known instinct when it comes to doing a modern laundry was evidenced recently by the opening of a class in Chicago to teach housewives how to wash clothes. Miss Caroline Whittemore is sponsor of the school started by the Commonwealth Edison Company.

"Salesmen demonstrating washers have been often jolted by common questions they could not answer," she declares. "The truth is those questions are the key to a 100 per cent sale,—just show a woman how to do perfect work and she not only becomes enthusiastic about her washer—she becomes a booster that brings in new business."

Valuable to washing machine salesmen are some of the highlights of Miss Whittemore's classes, answering as they do most of the puzzlers fired at salesmen by housewives.

1. Always mend clothes before washing. This prevents holes from getting larger while fabrics are in softened condition.

2. To test water for hardness: the simple way is to try it with soap; if suds are not freely formed, add water softeners which are always alkali such as silicate of soda, washing soda, trisodium phosphate, or borax, sold under trade names. From one to three inches of suds should be on the water before it is ready for use. When the suds disappear, it is a sign that soap is exhausted.

3. How to dissolve soap. Lukewarm water is best—if too hot the flakes stick together. A cup of soap flakes to a tub is enough.

4. How many garments should go in a six-sheet washer? Eight pounds.



Miss Caroline Whittemore teaches the "mothers" of Chicago how to do spotless laundry easily

5. What are dirty clothes? Household articles are commonly soiled by: (1) Grease and oil. (2) Starches, sugars and other organic matter. (3) Albuminous matter, such as found in white of egg, milk and blood. (4) Dust, including dirt and soot.

6. How to dislodge dirt. Soaking has taken the place of boiling, save for sterilization. From two hours to overnight soaking is recommended prior to placing in washer for all fabrics except silk, woolens, rayons and colored clothes. (Which need not be soaked longer than 20 min.) Lukewarm water should be used, not hot, as heat sets albuminous substances. In washing use hot active suds on white cottons and linens, cool to lukewarm suds on fine fabrics such as silks, woolens and colored clothes.

7. Why soap cleans clothes. The attraction of soap for dirt is greater than the attraction of cloth, so when colloidal particles of soap come in contact with dirt they are held and floated away.

8. Should there be any rubbing of clothes with a washing machine? Yes, on collars and cuffs.

9. Rinsing. The first rinsing water should be the same temperature as suds, as the warmer it is the more quickly and completely soap is rinsed out. Three waters should be used. One rinsing in the washer, with the washer going, is equivalent to two in the stationary tub.

10. Where colors are not fast, how should clothes be washed? If new,



HOW MUCH SOAP?

*Getting women to use enough soap is a job—
put in a measuring cup of flakes to a tub of
water*

A lot of mystery still
remains in the art of
laundering for
those who haven't
learned the answer

... ? Salesmen in "HOT WATER"

they should be soaked in salt water solutions to set colors. Otherwise, wash in lukewarm water.

11. **Bluing.** All soap should be removed from clothes before this process. Do not allow clothes to soak in bluing water. Always mix bluing thoroughly in rinse water. If there is an excess of bluing or streaks in the clothes, however, it may be removed by boiling. There is a preparation on the market which permits the bluing to be done in the washer tub itself while running.

12. How can one tell whether color is fast or not? Squeeze a sample in lukewarm water for five minutes. If color runs the garment must be washed quickly in lukewarm or cold water without soaking.

13. Is it safe to wash fine fabrics in a washer? Use plenty of lukewarm water and wash only a few garments at a time. Too many may cause a strain on the fabric during the process. Water should not be over 100 deg. or blood heat. Rayon fabrics should not be put through a wringer as fibers lose strength while wet.

Removing stains

Miss Whittemore's classes are advised to take garments with stubborn stains to professional cleaners. Some of the home remedies follow:

1. Stains from cooked fruit and berries. Pour boiling water on them, with some force. Dry garments in sun.

2. Removing fresh fruit and berry stains. If still moist boiling or hot water will remove. Avoid use of soap as it sets color. Sponging with 10 per cent solution of acetic acid is sometimes helpful. On silk or wool, after sponging with warm water, use hydrogen of peroxide made slightly alkaline with ammonia.

3. Grass, dandelion, green foliage stains. Hot water, soap and rubbing. With cotton or linen bleach remaining trace with javelle water. (One-half pound washing soda, one quart cold water, one-fourth pound chloride of lime, mixed in order named and filtered through a piece of muslin. Keep liquid in tightly stoppered bottle. Use only on white cotton or linen as it will remove color and injure woolen or silk.)

4. Removing mildew. Apply lemon juice and salt. Allow fabric to remain in sun.

5. Grasshopper stains. Mild solution of oxalic acid.

6. Removing paint. Sponge with turpentine before putting through wash. Carbon tetrachloride, chloroform or benzol are satisfactory; gasoline, kerosene or alcohol less effective.

7. Tar, road oil, axle grease. Sponge or wash in carbon tetrachloride, then wash.

8. Tomato vine stains. Wash, then moisten with lemon juice and sun.

9. Chocolate. Soap and hot water or javelle water if on cotton or linen. Carbon tetrachloride will remove the grease spots.

10. Iron rust. Sprinkle stain with salt, moisten with lemon juice, bleach in sun. Oxalic acid also is effective. (Poison).

11. Removing india or laundry markings, soak in turpentine, then sponge in chloroform, ether or wood alcohol. With writing ink, soap and water, oxalic acid, solutions on wool and silk.

12. Removing medicine stains. Unguentine can be taken off with carbon tetrachloride, benzol, chloroform or turpentine. Mercurochrome dissolves under vinegar or acetic acid. Iodine dissolves in soap and water or ammonia.

Southern California Edison Program

Built *for* Dealers

LIKE the tired swain who sits out a dance because his feet hurt, and leaves the floor to the younger crowd, watching them, meanwhile, strut their stuff alone, Southern California Edison Co., Ltd., has stepped out on the floor once more, with a new partner, and bids fair to be the life of the merchandising party again. The figure of speech could be carried further, but it isn't necessary. The fact that after a year or more of sitting out, with feet tramped on by regulation, taxes, loss of revenue, and trade unrest, this utility is back again with a new program, and a new outlook, and has taken the entire trade into partnership with it, is the biggest news on the far western front this past month.

Officially, the Southern California Edison's new sales program is dated for 1934, but actually it began operation Nov. 15, approved by vice president W. L. Frost, in charge of sales.

W. C. McWhinney, general commercial manager, for some months has been talking with trade groups and individuals. All suggestions and criticisms of former company policy have been received by him in a true spirit of improvement. The new program is an outgrowth of such conferences. It is unique in many respects, surprising in some of its conclusions. But there can be no doubt about the strength nor the fairness of it, and any dealer who cannot sell more appliances because of it must look to someone else to blame for his failure.

Merchandising aspects of the plan are announced by Henry C. Rice, manager of the merchandising department. The plan in total, embracing all load building and advertising effort, will cost something over \$1,119,000 but is determined to yield, beside power load, the sale co-operatively of 5,200 ranges, 16,000 refrigerators, 4,000 water heaters, 50,000 lighting units, 40,000 small appliances including vacuum cleaners, 4,000 washers, 1,000 ironers, and 10,000 hp. in air conditioning and air heating, as well as 5,000 hp. in hotel and restaurant equipment, both heavy duty and light duty.

Some of the surprising features of the plan have to do with the decision as to which types of appliances are felt to require the central station active sale and promotion and which are considered to have sufficient acceptance to be sold by dealers alone. On this the opening statement of policy declares:

"Our plan contemplates the development of sales through dealer channels, reserving for the direct activity of the company those items that are highly specialized and do not have consumers' acceptance. With this in mind, the company will pursue the following plan of sales and promotion: The promotion but not the direct sale of ranges, refrigerators, air heating in stationary units, commercial cooking, washers, and ironers. The company will pay the cost of wiring up to \$35 in exchange for the customer's old range. The company will engage in promotion and direct sale of lighting units, water heaters, lamps, and small appliances."

Not so surprising is the decision to inaugurate a trial plan for ranges and water heaters. This is called a sales booster plan, and makes available ranges and water heaters, to home owners only, on a trial basis. Dealers will take trial orders too. If no old range is turned in the company will advance \$25 toward the wiring. The dealer gets a \$7.50 commission on each trial order provided he does not make a sale of a permanent range within 90 days. Everything will be done to stimulate him to try to make such a permanent sale. The trial ranges will not be sold.

Dealer contact men and promotion men will be on straight salary. Lighting unit canvassers will be on commission.

Financing Plan

Another of the impressive new features is a financing plan which Edison has worked out with the Commercial Investment Trust Corp. Dealers may thus obtain a financing service on far more reasonable terms than possible of themselves, by the acceptance of some favorable conditions. The acceptance must be made without recourse. It applies to ranges, water heaters, and refrigerators. The dealer must maintain adequate service department, display, sales organization and delivery service; make monthly confidential reports of appliance sales by items; use a specified time payment chart; obtain adequate down payment; supply adequate credit report. A charge of 5 per cent of the cash balance is made to compensate for the cost of collections, disposal of reverts, and losses on reverts. On reverted merchandise he agrees to pick up and deliver the reverted merchandise to the company's nearest district office, and

to work with finance company collectors in straightening out any misunderstandings that may arise.

Dealer identity is preserved because the dealer handles all details in the sale and servicing, using the company only as a financial agent. Out of the plan the dealer gets added profit, as much as from 3 to 10 per cent. He can do more business, employ more salesmen, increase his inventory. Collection costs are eliminated, reserves for losses unnecessary, repossessions are not his loss. The credit of the consumer and not of the dealer is involved. The dealer has no contingent liability on contracts. He operates on a cash basis. His credit is improved and he can discount his bills. His sales possibilities are measurably increased since the company can take all the good contracts that he can produce. The dealer will even be offered the option of selling the repossessed merchandise, if he elects, otherwise it will be sold by the company.

An advertising program to match the schedule is provided by R. G. Kenyon, advertising manager of the utility. Beside the newspaper and direct mail features there is planned a radio program, sponsored by an industry bureau, which will lay emphasis on the idea of domestic electric services. Subjects treated will be cooking, refrigeration, air conditioning, air heating, laundry equipment, table appliances, and interior, exterior (burglary insurance), and garden lighting. A weekly bulletin featuring the item covered in the broadcast will be distributed through dealer channels. The dealer may carry his own advertisement on the back page, and his name or trade mark on the front cover if he desires.

Cooking schools and exhibits, and the privilege of displaying their merchandise on the power company floor and window, are also a part of the plan.

Air conditioning sales, and commercial cooking too, will be helped through regular dealer channels by a staff of trained sales engineers who will follow up back of advertising programs and leads in cooperation with the dealers.

Altogether the new Edison program has been like a new lease on life to southern California electrical sales. The trade seems to be exceedingly glad to see it get back into the dance, for it has needed very much a "life of the party" in the past two doldrum years.

Wieboldt's Featured Combinations

A convenience angle — ironer—pulled better than a low price, Wieboldt's discovered. George L. Marx holds the ironer. Below, James Parker, Wieboldt buyer.



and Sold 21,100 WASHERS

“Pay for your washer as you pay for your laundry ...\$1.25 a week” they said and did \$6,200 in one day

THE bottom of the flour bin was being scraped, so to speak, when James Parker was asked, last spring, to produce something special for Wieboldt Day. It is an annual event with the Chicago Wieboldt Department Stores, and Mr. Parker heads the electrical appliance department.

“Prices of washing machines had gone to the dogs,” he relates. “No new bargains were possible. Washers were already being sold at the cost of materials and labor, in many cases. However, in one factory I saw some wringer post ironers. As you know, these have never proved popular, for women do not care to iron in the basement. Still, the thought struck us to feature a combination offer of washer and ironer.

“That was our offer for Wieboldt Day—the entire laundry at one price. We did a \$6,200 washing machine

business as a result. At first I simply credited this activity to the occasion. When it clicked a second time, it looked as though we had a natural, and we repeated the offer again and again throughout the 1933 season, every time a drawing card. We have sold more than 2,100 washers (Horton) with this appeal. A lot of wringer post ironers have been turned in as down payment on a regular ironer, but that has been simply so much more business. This story goes to show just what can be done with an idea.”

Effective copy in Wieboldt washer advertising has been the theme, “Pay for your washer as you would your laundry—\$1.25 a week.” It got over the economy thought in a spectacular way. While Wieboldt's never was called on to render bills other than \$5.00 a month, the firm stood prepared to accept \$1.25 weekly payments if so desired by the customer.

In choosing appliances, Mr. Parker habitually calls on the salesmen in the five Chicago stores for recommendations, feeling that if they have a voice in the selection, he can ask them to put forth utmost efforts in moving the merchandise. Most of the men are veterans of long standing with Wieboldt's. Occasionally they work outside to make sales.

The big job a buyer has these days is to attract store traffic to the washer department, Mr. Parker declares. One of the methods by which Wieboldt's keeps in touch with changes which may mean business is through reports on new firms and business removals, home buyers, newly rented apartments, mortgage expirations and engagements.

Time is ripe, this buyer states, to sponge from the memory of customers all recollection of \$39 washers. Wieboldt's are doing it by abruptly featuring a newly designed machine quite different from previous models. This appliance is produced by Horton. Other makes carried are Apex, ABC, Maytag, Thor and Conlon.

ranges

MODERNIZES OLD RANGES BEFORE STARTING ON NEW CUSTOMERS

THE Potomac Electric Power Company is clearing the decks for real action on electric cookery.

Commercial Manager H. A. Brooks, ably assisted by J. S. Bartlett (formerly with Society for Electrical Development), decided that the only way to go after electric cookery on a big scale would be to first get "the house in order"; so a complete survey was made of the several thousand existing users of electric ranges. This survey showed that out of some 4,000 electric ranges on the lines, some 1,500 were old and obsolete—quite out of date and inefficient.

It would not be a good idea to start a new selling campaign until these 1,500 customers were brought up to date, it was decided.

And so was born the "Interim Range Activity Program" to run from November 1 to December 31, 1933.

Leading distributors of Washington were called in to a meeting and plans were laid. These distributors submitted a list of ranges in their present stocks, including a reasonable number of other than table top models that could be sold at a fairly low price to replace ranges in the homes of the customers who needed a new electric range, but possibly could not afford the newest table top models.

The Potomac Electric Power then arranged for the easy replacement of units on old ranges to bring them up in speed, in case the owner could not even afford one of the marked down new ranges. Letters to the customers offered them \$20 allowance for their old electric stove on the purchase of a new one. The Potomac Electric Power Company agreed to pay \$15 to any dealer for the "replacement of any antique range" with an approved electric range which will provide modern cooking facilities.

The prospects secured from the 1,500 customers during the campaign to be distributed among the dealers on an agreed plan of equality.

The Potomac Electric Power Company also agreed to pay each dealer \$2 for every unit sold to replace a slow-speed unit on antique ranges.

In other words, the Interim Campaign revolved around a definite set of aims—first, to try to sell the newest model electric ranges to old electric range customers and take in the "an-

tique range" for \$20. Second, failing to sell this customer a new range of the latest type, the salesman should try to sell her one of the reduced-price models listed by the distributors out of present stocks as long as they last. Third, failing to sell the customer one of these reduced-price models, the salesman should endeavor to sell the customer some high-speed heating units to replace the old ones on the "antique" range.



H. A. Brooks, commercial manager Potomac Electric Power Company, Washington, D. C. is campaigning to modernize 1500 electric ranges as the first step in an energetic range selling drive.

November 8, all distributors, and their representatives and salesmen, dealers and their salesmen, power company salesmen and employees and home economists, were drawn together in a mass meeting in the auditorium atop the headquarters building of the Potomac Electric Power Company.

This fine meeting was attended by some 170 persons.

On the stage were some three or four "antique" ranges that had been taken out of homes recently; and they certainly looked like curiosities. And alongside these "antiques" were placed the newest and finest model table-top electric ranges. This was a most striking comparison of the old and the new; and was one of the most effective demonstrations that could be made; and afforded a splendid background for the meeting.

Frank Shull, President of the Electric League of Washington, was chairman of the meeting and presented the first speaker of the evening, Mr. H. A. Brooks, commercial manager of the Potomac Electric Power Company, whose subject was "The Secret of I.R.A." (Interim Range Campaign). Mr. Brooks outlined the policy of his company and the importance of this campaign, giving a most interesting outline of the present situation and his plans for attacking it.

Ashton B. Collins, Field Representative of the National Electric Cookery Council, followed Mr. Brooks on the subject of "Sales Possibilities Through Electric Cookery," describing the present trends throughout the country; the renewed interest everywhere in the electric range; its availability for sales promotion in every month of the year; the pent-up replacement market; and how its high standards have raised the standards of the stove business generally.

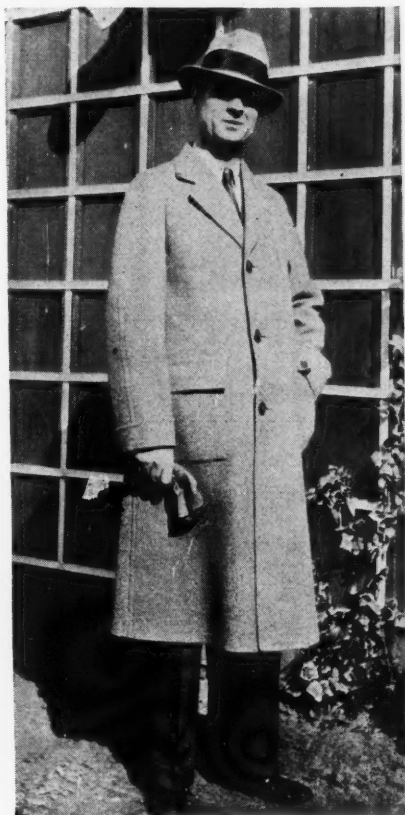
Then followed a talk by W. Hunter Snead (Ed. L. Wiegand Company) on "Modern Range Performance," stressing the value of new speed units to replace old ones.

J. S. Bartlett's subject was—"The Local Replacement Market and the Attack," and while there was not time to go into the subject as exhaustively as might have been desired, he gave a most illuminating analysis of the local market, the present range users and their status, the outlook for replacing "antique" ranges, and thus affording a solid foundation for subsequent range activities, especially in 1934.

BILL HARVEY CHAMP RANGE SALESMAN

THE contest award really went to Guilbert Bros., San Jose Calif., electrical dealers, for the best electric range record in the California region of the Electric Cookery Council, but Bill Harvey, appliance sales manager for the company was the one who sold the ranges. In fact W. C. Harvey has been selling ranges to people in the Santa Clara valley for some few years, and knows how. He knows what city buyers look for, and that the ranchers always want a range with a big oven, much bigger than usually is available. When the farm woman has to prepare meals for a crew of hungry workers, or when she is canning fruit, she wants quantity production. When she is baking bread, she wants oven capacity,

PEPCO TELLS THE VITAMIN STORY—AND SELLS RANGES



Bill Harvey, appliance sales manager of Guilbert Bros., San Jose, Calif., winners of the National Cookery Council contest for the Pacific region, who actually made the sales. He knows his ranges, and ovens.

as well as temperature control and all the niceties of electric cookery.

City dwellers may not want so much oven, but prize the cleanliness, and the coolness of electric cooking. San Jose gets mighty warm, in summer, warm enough to dry all those prunes which come from the region. In winter however, it gets cool enough to require heat in the kitchen, and the ranges with the kitchen heater and trash burner are very popular, says Mr. Harvey. Possibly the manufacturers have not capitalized this feature of their ranges enough in their advertising, he feels. Many women have come to the conclusion that electric ranges do not come so equipped because they are not advertised enough.

Selling ranges, concludes this real range salesman, is a matter of demonstrating to the prospect that the electric range is capable of satisfying the needs of any kind of situation, and that it does its job better than other fuels. To do this it is well, says Bill Harvey, to know from actual experience, by using one at home.

IF electric ranges were just something else to cook with, there might be some excuse for the usual attack on the problem of selling them found most everywhere. But electric ranges are a super-cooking affair so much better than anything else that it is surprising this very thing has not been broadcast to the four heavens.

And again, if a young man by the name of Orr Crites had not had a delicate youngster, and had not moved heaven and earth looking up diets and the manner of preparing them, one of the most potent of reasons for cooking electrically might have gone undiscovered for still some years while the industry talked of more leisure, pretty finish, automatic time control, and other terms that mean something to the engineer-minded trade, but not a tinker's damn to a mother with children to raise and no leisure anyway you look at it.

What Mr. Crites learned about vitamins and mineral salts led him to wonder if they ever reached the stomach to do their good work. He found out that they did not. Many a hearty vitamin in a robust vegetable or slice of meat, by the time cooking was over, had either wilted or been washed away down the sink with the water it was cooked in. Mineral salts, he found out, nearly all go the way of the drain instead of into the human system to correct an acid balance gone awry.

It was on these discoveries that Mr. Crites, now merchandise manager of the Portland General Electric Co., of Portland, Ore., built up his sales story and his "visualizer" to tell it. What proved to be an additional virtue was that when the utility told this kind of an electric range story, it was one which every dealer benefited from, and hence it has made the basis of an exceptionally happy campaign on ranges which has just finished. In a three month period there were 218 ranges sold, 92 by the company and 126 by other dealers, 75 of which were initiated by company salesmen and on which the company paid the salesmen a load-building bonus under the compensation policy now in effect. Not only that, but 84 old ranges went back on the line, offsetting the tendency of range users to revert to wood and coal for the sake of economy.

The campaign was not what might be called an intensive drive, for no special inducements were offered the customer to buy. Only a prize essay

contest, running eight weeks, with a weekly prize, and a grand prize for the best essay among the eight weekly winners, made the affair resemble a traditional campaign.

Newspaper advertising carried on the vitamin and good cookery story in continuous schedules throughout a three months period. The approach created considerable controversy among those in the industry as to its effectiveness, but those in the company who originated the idea, and in the Gerber & Crossley advertising agency which worked it out, were convinced it would be effective and novel.

Basically the idea is that of dramatizing electric cookery, and its results, rather than the range itself. Thus the food values and healthfulness of electric cookery, the quality of cooking with controlled, low heat temperatures, and waterless cooking, were stressed in every advertisement.

The punch of every ad was an appetite arousing picture of food or vegetables, or a catch line like that on spinach: "Children like spinach prepared with electric cookery." Then followed a logical reasoning, such as that electrically cooked spinach retains its natural proportions, is not mushy or pulpy, and because the natural mineral salts and vitamins for which it is famous have not been boiled and washed out by excessive water and heat, the spinach retains its bright green color and the sweet flavor that makes it appetizing as well as healthful.

Surveys are allright...but **There Is No Substitute**

*Ohio Edison's
46 Refrigeration Salesmen
Doubled 1932 Business
by Eliminating Red Tape
and Ringing Door Bells*



The salesman in this photograph is explaining in detail the construction of the refrigerator.

A LONG time ago, when I was starting out as a salesman, we were given a new line to sell. The first thing that should be done, said our sales-manager, was to make a survey. That would show our potential and would give us invaluable leads to work on once we got started into the regular idea of selling. The idea was fine—but it fizzled because the opposition just went out and began selling. When we got around to actually selling, we found the other people had just about gobbled up the market.

Theorizing may be all right in its place; long and careful sessions of sales planning may be all right. But as for me, I'd say every time—just put that sales force to



Concentrated action is a feature of the merchandising methods of the Ohio Edison Company.

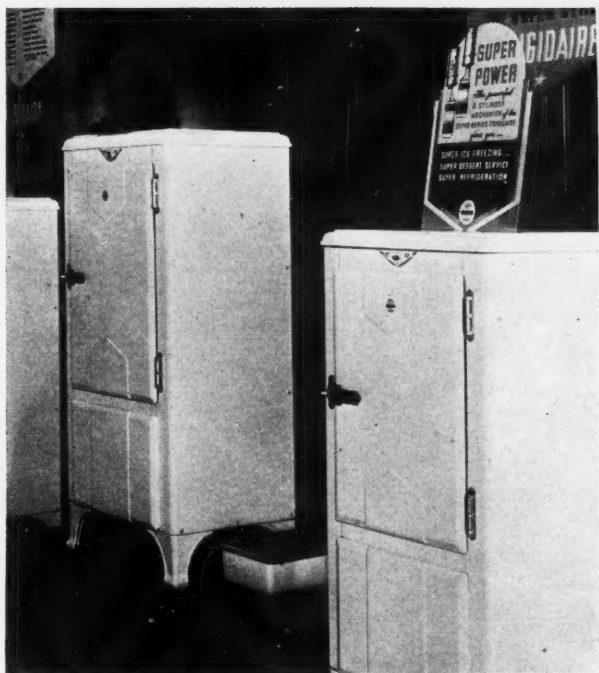
work on what it should be doing—SELLING—and smash the line hard. That's what we are doing down here with Ohio Edison. We tell our men to go out and sell. We tell them to see more people. Then they just sell more people.

This summer has been a wonderful season for electric refrigeration. Sales have held up, defying the usual drop in the curve on the chart. We have been greatly interested in the sales of this household necessity not only from the standpoint of a utility selling electric current, but from a merchandising standpoint as well. We handle Frigidaire exclusively in a territory covering the Akron, Youngstown and Springfield districts. And we have applied the same policy in selling electric refrigeration that we have in the merchandising of the other products we handle. That is—go out and sell. See more people.

We don't hamper our salesmen with a lot of rules and regulations. We expect them to be fairly intelligent. We expect that they will know how to keep a prospect list, how to develop such a list and how to handle those prospects that they do get. We don't tell our men that they must make out a report showing just what time they called on Mrs. Jones, just what they talked about and then go over it with them and analyze what they should have done.

Our salesmen are left much "on their own." They run the business in the fields assigned to them much as they would their own business. In this way they take a pride in their work. They see their own plans develop and work out, just as they would see a business in their own name growing and spreading out.

For SELLING



Here a salesman may illustrate to his prospect all of the points that he has been making on his household calls.

This must not be construed, however, as meaning our men are not directed. They are thoroughly instructed in what they are selling. We have executives from companies manufacturing the products we sell pay visits to the company's offices here and talk to our men on their products. Our salesmen learn just why the products they are selling are what we consider the best and thus are equipped to go out and do a better selling job.

In the field of electric refrigeration, every man on our force must know the technical side of the business so that he can discuss it intelligently. Our commercial salesmen must know how to plan an installation and what to recommend from a standpoint of what is actually best for the prospect. Our salesmen handling air conditioning must know how to estimate accurately and must be able to explain this new adjunct of electric refrigeration so that the prospect can understand it readily.

There is one thing that we expect from our sales force and that is that they canvass. Business won't come in just by sitting back and waiting for inquiries. It is necessary to go out after it—and our salesmen do just that thing. Because they have done this, because they have operated our business as they would their own, we have profited by the upswing in business that has been developing all summer.

For the first seven months of 1933 our records show that we have sold nearly twice as much electric refrigeration as we did during the same period a year ago. During June we sold 300 units in our area. Our figures for July and August will show more than 800 unit sales for that period and the chart shows no drop in the selling



By

George Longwell

Merchandise Manager,
Ohio Edison Company, Akron, O.

curve such as usually is the case at the end of this period.

When a man joins our sales force he is sent out with another salesman at first and given a little preliminary training under the experienced eye of a man who knows how to sell. Then, when he has mastered the fundamentals of selling and in the judgment of his mentor is capable of going out and selling unassisted, he is sent out on his own initiative. Now he is "on his own" and it is up to him. He must develop his own prospects. In the natural course of events he inquires of his friends and gets a few names. He goes out and calls on these people and makes a record of their plans on a card index or in a notebook.

Then, when these leads begin to wane, he finds out that he must get out and ring doorbells. That is just what we want. We want him to ring doorbells. That is the secret of selling. It is the best way to see more people. And the result of seeing more people is selling more electric refrigeration. It is the key to successful merchandising not only of electric refrigeration, but of practically every other product as well.

We have 21 electric refrigeration salesmen in our Akron office. We have 20 in Youngstown and five in Springfield. The majority of these men have been with the company for several years. They go out and get their own business, build up a list of prospects and make their own deals. That they have been able to do this over a period of years proves that our system is correct.

Each salesman is given a certain amount of time on the floor of the salesroom, and in this way is able to make contacts with those who come into the store. If he receives an inquiry while on the floor regarding an electric ironer, he turns it over to a man detailed to this line. If he gets a customer who is thinking about installing an electric range, he turns her over to a salesman who knows that line. On the other hand, he is given leads on electric refrigeration by salesmen in the other branches.



A class of service men in session at the Utilities Engineering Institute, Chicago.

*What
to do Until*

The REFRIGERATION DOCTOR Comes

NIGHT was falling in a little Missouri town of 2,000 when the telephone jangled in an electrical store.

"It's Mrs. Gowdy," said the girl, "the refrigerator won't freeze ice cubes and she's giving a party—wants someone to come over right away."

"There you have the reason why I am taking a course in refrigeration service," commented the dealer. "My distributor is sixty miles away. I don't know a darn thing technically about electric refrigerators. Nevertheless I've got to run over to this customer and see if I can't give her satisfaction until the real refrigerator doctor arrives."

While the electrical refrigerator is an exact machine—it can offend the senses of smell, hearing, taste and touch if not all right—nevertheless there are certain common sense things that a dealer with only a general understanding can do to take care of pressing troubles, when he has no service department facilities close at hand. If he is an electrician, so much the better. Following are some of the troubles which may be discovered with a rough diagnosis:

1. Motor will not run. Reason: usually to be found in the electrical circuit such as a fuse blown, etc. It may be due to thermostat control, where the contacts are burned.

2. Motor runs but compressor does not. Reason: simple belt trouble or loose drive pulleys.

*Many service calls
can be satisfied
by a few common
sense adjustments*

3. Machine runs all the time but does not freeze ice cubes. The simplest answer may be found in the condenser coils, which may need cleaning. Sometimes a thin coat of dust will have this effect.

4. Ice cubes freeze but the food compartment is too warm. Reason: Usually due to an excess of frost on the coils. Machine should be defrosted.

5. Everything in the refrigerator is frozen. Reason: the simplest answer is to be found in thermostat control being turned on too much. On the other hand, the thermostat contacts may be stuck.

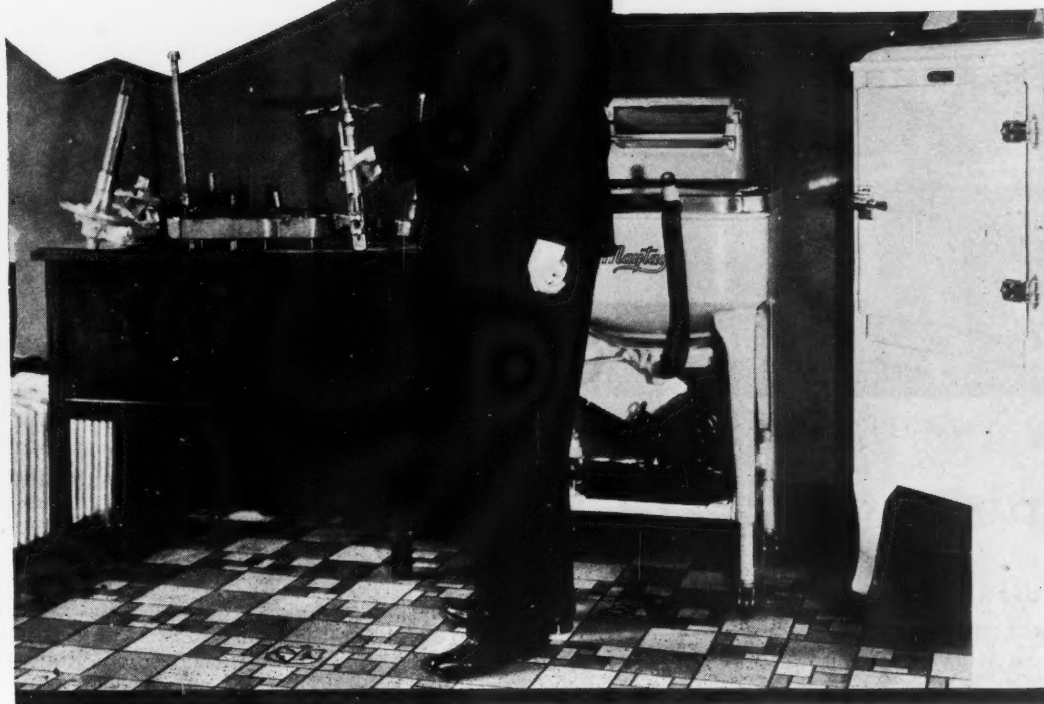
6. Return line to compressor is frosted. Reason: Liquid flow valve out of adjustment, causing machine to run all the time or be noisy. It is a sign that the machine is pumping liquid instead of gas. On certain types of machines the valve is simply regulated by a screw.

7. Loud slapping noise when the machine is running. Reason: Loose belt.

8. Humming noise, sometimes particularly noticeable in some rooms of the house and not in others. Reason: The sleepers under the floor on which the refrigerator rests carries the vibration in this manner. A change in location usually remedies this or rubber cushions will effect a cure.

(Please turn to page 41)

Some Sewing Machine Selling Tips for Refrigeration Men



W. R. Dillon puts over value, even with women customers, by showing details of rugged construction.

“GOOD morning. Do you people take the Saturday Evening Post?”
“Sure.”

“Then you have seen the advertisement of the electric refrigerator which I represent. Here it is. I am calling to discover how many families in this neighborhood are paying out good money for refrigeration which they are not getting.”

“What do you mean?”

The strategy of the outside men of Dillon & Son, west side Chicago specialty appliance house, is to show that woman from this point why she is losing money by not owning an electrical refrigerator. Little mention is made of the appliance itself. Its value is taken for granted. Stress is laid on the fact that a family suffers without mechanical refrigeration. Next the outside man shows how easily it can be paid for.

A triple solicitation

OUTSIDE the house, somewhere near the neighborhood where the men are working, R. M. Dillon is available. The plan is to produce him as a factory representative. He, in turn, builds up the sale still further and arranges for a trip to the Madison Street store. This event, which takes place usually in the evening, affords a chance to stage the refrigerator. (Majestic).

Behind a screen is a hermetically sealed unit and an old fashioned type unit. In a closing talk the Dillons

(Please turn to page 41)

*30 years of it
teaches
Dillon & Son
that specialties
won't move
themselves*



“Here in the Saturday Evening Post is the whole story, the guarantee behind the refrigerator I represent. It's costing you money not to have one in that corner of your kitchen.”

washers



Major M. L. Ferris of Miami sold 202 washers in 408 working days.

DON'T BE TOO TECHNICAL

This washer salesman talks his prospect's own language.

HOW many housewives will a salesman have to contact daily, in order to secure orders for 202 washing machines in 408 days?

This is not a problem in mathematics, but it is a demonstration of grit, aggressiveness, tact and real sales ability, with a story of how a salesman found that being "too technical" lost him many sales. Your logical answer to the problem would be "I don't know," if you are not a "direct to consumer" salesman. If you are such a salesman, your answer probably would be "it can't be done."

But it has been done, and is still being done consistently—an average of three washing machine contracts secured each week of six working days—by Major L. L. Ferris of Miami, Florida.

How is it done? I'll let the Major tell how.

Major Ferris came to Miami from up-state New York several years ago in search of sunshine and health. Serving in the Aviation Corps of the Army in France, he was partially disabled, and returning home, found the rigors of winter there too much for his weakened condition.

Arriving in Miami, he decided outdoor work in the sunshine would be most beneficial, so secured a job selling washing machines. He worked on a strictly commission basis, and carried

his "demonstrator" on a small shelf fastened on the back of an old dilapidated automobile. Here is his story of how he has sold over \$10,000.00 worth of Speed Queen washing machines—202 in number, to be exact, in 408 working days.

"I had been pushing doorbells and making appointments with housewives for a demonstration of the washer, for almost a year, with just about enough money left at the end of the week to keep me from getting discouraged, when I suddenly discovered what was wrong with my 'sales talk,'" he said.

"In the early Spring of 1932, the Electric League of Greater Miami, held an Electrical Exposition in a downtown hotel, and the Speed Queen washer was on display, along with several other well known makes. H. R. Lyon, state distributor of the Speed Queen, is a live wire and his exhibit was just as attractive as any other. During the period of the exposition, all dealers and salesmen were making appointments with prospects for demonstrations, and of course, I visited the show daily in order to interview my share."

"As there are six or eight stores in Miami selling Speed Queen washers, it was up to me to get my own prospects. Dealers and salesmen for other makes were working just as hard as we were in securing appointments, and frequently we found conflicting dates, resulting in one or the other withdrawing by mutual consent.

"I had an appointment with a prospect for a demonstration on a certain morning, and upon arriving at her home, found a salesman for another make of washer, just unloading his machine from a truck. The housewife was in the yard watching him, and as I started to drive on in embarrassment, as the other salesman smiled, she called me back. 'I want to see both of those machines work, otherwise I wouldn't have asked for a demonstration, and today's wash day,' she declared. I also unloaded my machine.

"We placed them side by side in the back yard. The housewife furnished a long extension cord, which was attached to the outlet in the kitchen and my competitor was asked to proceed first, as he was the first to arrive.



Major Ferris carries a demonstrator washer on the back of his car.

"I was very nervous because I realized I was up against a real honest to goodness salesman. The man had been sent from the District Headquarters to cover the exposition. His machine was nationally advertised. I knew it was one of the best, although our price range was practically the same.

"The housewife divided her washing in two equal piles, and my competitor went to work. He began his sales talk by telling the prospect everything about each mechanical part of his washer. He spoke rapidly about the motor, the tub lining, the bushings, the rollers, the outside of the tub, the castors, its efficiency, and its guarantee—but he stressed the workmanship of the parts. By the time he had covered his talk, the clothes were ready to come out, which they did—nice and clean—and were put through the wringer into a tub.

"With some misgivings I filled the tub with water, put in the clothes and turned on the juice. The other salesman was placidly smoking a cigarette, waiting for me to start my sales talk. But somehow, I didn't know how to start. I forgot my motor, my bushings, my tub—I just handed the prospect a sheet of paper, on which was printed the 'guarantee.' She glanced at it long enough to understand what it was and looked up. The machine was running perfectly. I kinda' smiled, embarrassed. I guess—if I looked like I felt—and leaning against the wall, asked her how long she had lived in Miami. She told me, and I then asked where she was from. She came from Ohio. The clothes were ready to come out, and I opened the washer.

"Of course, they were just as white and clean as the other batch, and I put them through the wringer, feeling that I was wasting time in staying there, when she said, 'Why, both of your washers are guaranteed for the same length of time, aren't they?' looking at the 'guarantee' slips. We both nodded our heads. 'Well I'll telephone you which one I decide upon buying,' she declared, and thanked us for our trouble.

"My competitor was plainly disappointed. He could almost feel the contract in his pocket.

"The next morning, imagine my surprise when I received a telephone call from the prospect, stating she had decided on the Speed Queen. I went to the house, and after she had signed the contract and I had the down payment, I asked her why she had selected my washer over the other make. She replied, 'Oh, I suppose one is as good as the other. The clothes looked just as white, washed in yours as in his, but the other man just naturally talked me

into a headache. You didn't talk about those 'bushes' and motors and things, and when I saw it was guaranteed just the same, I knew it must be just as good!"

"When I left, I realized what had been wrong with my sales talk before. I had always exploited the mechanical parts of my washer to the best of my ability. But from that day I changed my sales talk by saying as little as possible, unless asked a direct question,

about the various mechanical features. I had always literally talked the prospect sick in my effort to put over the sale. Of course, you have to know your machine in order to be able to answer any question the prospect may ask. And this knowledge lends confidence to your sales presentation.

"But I have since realized that the average woman knows practically nothing about different electric motors, bronze bushings, etc., and cares less.

EDWARD N. HURLEY...PIONEER



EDWARD N. HURLEY who died November 14, in his seventieth year devoted much of the last few years of his life to civic interests. His life was full of honors but in the electrical industry he will best be remembered for his part in the development of the electric washing machine industry. To Mr. Hurley is attributed the backing and encouragement for the marketing of the first electric washer.

A. J. Fisher of Sarasota, Fla., was at that time Hurley's general manager and the man responsible for the first crude

application of an electric motor attachment to a washing machine.

"**I**T grew out of the money panic of 1907," he said. The Hurley Machine Company (which produced scoops) closed its doors in October, 1907. By February, 1908, I scraped up a job making some lawn sprinklers for the Fair Store in Chicago. It was here that E. N. Hurley came to see me with a magazine clipping, describing a motor driving a washer back and forth in an oscillating motion. If I could get up a good washer utilizing this principle, he said, he would put it on the market.

"So, as one writer said, hunger makes the pig squeal and the poet sing, and I got busy. We bought a hand machine from the Fair Store. On the night of March 13, 1908, I laid out on my drawing board at home in Evanston the plans for the first reversible cylinder electric washing machine. I did the work between the hours of 8 and 12, and strange to say, we made over 1,000,000 washers of this type without any material change in design. This machine had a power wringer and would wring only one way. Later I put out a three roll wringer so you could wring back and forth, and this was the first reversible wringer. Later came the two roll geared reversible wringer. The first machine was tested April 13, 1908, in the Riga Hotel, Adams and Clinton.

"We started in a shop on Jefferson and Adams Street, on the fourth floor. There was one man helping me. When I resigned as general manager and vice president, the company's buildings covered seven acres of floor space and employed nearly 1,000 men. It was a hard struggle to put this job over, and credit should go to E. N. Hurley, Neil C. Hurley and Meyer Hurley.

ironers

"NO EXPERT DEMONSTRATORS"

Cruser Bros., Somerville, N. J.

WE believe—and have found from our own experience that the expert demonstrator of ironing machines does more to hurt sales than to help them.

"When the customer comes in the store and sees a professional home service woman using an ironing machine with all the dexterity and ease that comes of considerable practice, her first reaction is 'That's all very well, but I could never do it.' When an amateur magician pulls the rabbits out of a silk hat, it looks easy. But we know that a lot of patient practice went into the performance. Consequently, we have no faith in our ability to pull rabbits from the same hat. It's the same with ironers.

"We have had the best results with leaving the prospect alone to do her own work. Ironers are really easy to use—effortless and simple—but the woman has got to see for herself that they are. By giving her one or two simple little pointers and then letting her sit down and do her own work, she soon finds out how easy it is and the desire to own the machine has been definitely implanted in her mind.

"In addition, we try in every case to get the ironer into the home and leave it for two or three days. Hundreds of washers and radio sets have been sold that way. Why not the ironer? Besides the ironer more than either of the other two devices needs requires that the housewife familiarize herself with it to appreciate how valuable a piece of equipment it will prove.

"And once in the home, with no salesmen to bother her, no expert demonstrators to make her feel self-conscious, she can sit down and do a complete ironing without any trouble."

"DON'T FOOL THE PROSPECT!"

Gordon L. Hayes, Troy, N. Y.

THE most frequent question women ask us when they are looking at an ironing machine is "But will it do all the ironing?"

To which we invariably reply, "Yes, madam, it will do all the ironing." Then comes a pause and we add, "But you won't do all your ironing with it. There are experts who could iron anything on the ironing machine. You will use it for about 80 per cent of your work."

"Oh!" the customer replies, "Well, I guess I'm not interested then. I knew ironers would do flat work but I don't see any sense in buying a machine that won't do all the work."

"But you are interested," we reply. "You are interested in a machine that will save 75 per cent of your usual ironing time and at the same time leave you fresh and untired when the work is all done. Do you agree with us there? Now, what you probably have in mind is some such pieces as men's shirts. Now the ironer will do all of a man's shirt but there is no necessity for trying to do the whole job. The commercial laundries use just such an ironer as this to do shirts. They have many such machines. Still they do not try to do the whole shirt—not because they are not able, but because they can do a better job by finishing the collar and cuffs with a hand iron. The time consumed in ironing shirts is in doing the back, the two sides, the sleeves and in the folding. All those things the ironer does easily. When they are done go on to the next shirt until you are through. Then finish the collar and cuffs with a hand-iron just as the commercial laundries do. Not because, even you could not iron the complete shirt but because it will be easier and more satisfactory to finish the important part by using the hand iron.

"The back-breaking part of the day's ironing for a family is all taken care of by the ironer. That's why we think you are interested and why you would not be without one once you have tried it for yourself."



SHE WRITES ABOUT IRONERS TO YOU

No one can quibble over copy lacking feminine understanding now that Miss Catherine Haynie sits in the advertising manager's chair at the Conlon Corporation. An Oak Park, Illinois, girl, she graduated from the University of Illinois in 1931, taking a journalism degree. Then she prepared for her present place by gaining some experience on the South Bend, Indiana, Tribune. Miss Haynie is a member of the Theta Phi Alpha Sorority.



Taught the way to demonstrate ironers at a special school conducted by the Apex-Rotarex Company, of Oakland, at the Pacific Gas and Electric Co. Oakland office, these five women have been equipped to answer dealer calls anywhere in the San Francisco bay area. If a dealer wants a demonstrator, just as when he might need a nurse, there is a trained woman available, whether for a one afternoon cooking and homemaking show, or a week or a month in the appliance department.

COMMISSION SALESMEN UNAFFECTED BY RETAIL CODE

In the leading editorial published last month, the discrepancies between the NEMA Code and the Retail Code, in those provisions concerning the compensation of outside salesmen, were discussed.

Since then an official ruling has been made at Washington whereby commission salesmen are exempted from the salary provisions laid down for other forms of sales people.

OPERATING RECEIVERS APPOINTED FOR GRIGSBY-GRUNOW

Re-organization of finances on permanent basis object of equity suit

THE GRIGSBY-GRUNOW COMPANY, Chicago, manufacturers of "Majestic" radio sets and electric refrigerators, notified their distributors and dealers by telegram late in November that through a petition filed in equity in the U. S. district court here, Leroi J. Williams and Thomas L. Marshall had been appointed receivers for the company.

The telegram pointed out that the action was not bankruptcy but a proceeding in equity which would permit the company to re-organize their finances and provide a definite program of permanent financing. Great gains in sales volume had been responsible for the equity proceeding, the telegram said, adding that "continued operations of this company are assured on sound business policies."

The action will make possible increased manufacturing operations and more effective advertising and selling plans all of which will become immedi-

ately effective, the message said. In January, a new line of refrigerators will be announced, it continued and "new and extensive radio plans."

The telegram was signed by John F. Ditzell, general sales manager of the company.



G. R. Trumbull, manager, National Electric Cookery Council, presents W. M. Anderson, dealer-chairman of the Dutchess County Electric Cookery Council, Poughkeepsie, N. Y., with the one thousand dollar award for winning second place in the local Electric Cookery Council Contest. H. E. Dexter, general commercial manager of Central Hudson Gas and Electric Corporation witnesses the award.

ANNOUNCE AWARDS IN ELECTRIC REFRIGERATION WEEK CONTEST

Kansas City Wins First Prize of \$500 for Best Show in Competition Sponsored by Electric Refrigeration Bureau

THE ELECTRIC and Radio Association of Kansas City, Mo., has been awarded first prize of \$500 in cash in the recent contest sponsored by the National Electric Refrigeration Bureau to determine the most successful electric refrigeration show held during National Electric Refrigeration Week, October 31st to November 7th, inclusive.

In announcing their decision the judges of the contest gave particular praise to the Kansas City association for its ingenious and effective campaign of

refrigeration publicity prior to and during the show. This campaign consisted of newspaper, radio, window display and poster advertising, together with a puzzle contest which attracted wide attention and public participation.

The other cash prizes, six in number, were awarded as follows:

Second prize, \$250, to the San Antonio Electric Refrigeration Bureau, San Antonio, Texas.

Third prize, \$150, to the San Diego County Electric Refrigeration Bureau, San Diego, Cal.

Fourth prize, \$100, to the Electrical Association of New Orleans, La.

Fifth prize, \$75, to the Electrical League of South Jersey, Camden, N. J.

Sixth prize, \$50, to the Essex Electrical League, Newark, N. J.

Seventh prize, \$25, to the Spokane Electric Refrigeration Bureau, Spokane, Wash.

Honorable mention was awarded to the Electric Refrigeration Bureau of Petersburg, Va., the Electric Refrigeration Bureau of Elizabeth, N. J., and the Electric Refrigeration Bureau of Claremont, N. H.

60 REFRIGERATION MEETINGS IN TEN WEEKS

IN THE ten weeks period following September 11th the Electric Refrigeration Bureau has records of more than sixty refrigeration meetings with a total attendance of more than 6,000 dealers, distributors, salesmen and central station representatives. This sets a new record for similar activity and indicates that cooperative interest is now at the highest point that it has reached at any time since the organization of the Bureau.

Between September 11th and October 27th, Dr. G. W. Allison, Field Manager of the Bureau, in a Coast-to-Coast trip addressed forty-five meetings in the Middle West, Pacific Coast, Southern and Southeastern sections of the country. Since then large meetings have been held in Utica, Syracuse, Batavia, Buffalo, Jamestown and Lockport, N. Y., and in Erie, Cleveland, Akron, Youngstown, Pittsburgh, Altoona, Washington, Richmond and Norfolk.

This pronounced interest augurs well for record-breaking holiday sales.

BEHAN RESIGNS PRESIDENCY OF 1900 CORPORATION

Succeeded by L. C. Upton

THOMAS W. BEHAN, president and general manager of the Nineteen Hundred Corporation, Binghamton, N. Y., manufacturers of washing and ironing machines. He will be succeeded by L. C. Upton, vice-president and former head of the Upton Machine Company which merged with Nineteen Hundred.

Head of the company for the past 12 years and a well-known figure in the washing machine industry, Mr. Behan said he wanted more time to devote to his private interests in the industry. He will retain a place on the board of directors and will continue to take a keen interest in the affairs of the company.

this month



The Gary Radio & Electric Company are doing swell on their new line of bikes, sold to re-employed workmen (story below).

FULL DINNER PAIL ON WHEELS

ONE of the phenomena of industrial recovery has been the revival of popularity of the bicycle. With a cruising speed of 15 miles an hour, workmen find it easy to travel 10 to 12 miles to work and side-step high gasoline costs and motor tax.

In Gary, Indiana, Edward Brayack of the Gary Radio and Electric Company, put in a line of wheels (Arnold Schwinn) the first of the year and to date has sold twenty-five. Another dealer, Mike Hershberg, has distributed nearly one hundred.

Brayack declared that the bicycle is as easy to sell on time as the midget. He gets approximately \$30 from a workman, with a \$5 to \$10 down payment. A \$5 concealed carrying charge is in the price. Approximately \$5 comes out of each pay and the sale is quickly cleared up.

The fad of wheeling is not confined to workmen alone. One Chicago manufacturer reports that whereas in 1932 his firm produced 40,000 bicycles, this year the output will be around 80,000 with one-third of them women's wheels, adapted for use with skirts. In the old days, less than 10 per cent were skirt models. The popularity of riding started in Hollywood, this maker states, with actresses like Mary Pickford riding to work, partly to reduce and partly for the zest of the sport. It was quickly picked up by workmen as a means of economy, and today one sees more students and men in overalls on wheels than anyone else. In this respect, this means of transportation follows the experience of the Continent, where deflation

has put virtually every worker in Europe on a wheel. Approximately seven manufacturers of bicycles have survived the "gay nineties" and nearly all of them are running to capacity today. About 20 per cent of their present output are children's bicycles, and scooters, sold principally at Christmas.

MR. WARD ADDS TO "WORKING UP TO XMAS"

I WANT to take this opportunity to thank you for the space given me in your magazine, "Working up to Xmas" (November issue).

The story is certainly a true picture and should be of vital interest to the manufacturers, who so carelessly pass up real opportunities of advertising



RONNING

When A. M. Sweeney went to the sales managership of GE's electric refrigeration department, he was succeeded at his old job as manager of the production and distribution division by N. B. Ronning, above.

merely due to set rules of appropriations, and when called upon for some special display, red tape interferes and the officials see no way of getting the much needed extra publicity, which could be had for a nominal cost.

However, I feel that in the future I will find it ever so much easier to get the cooperation of the various manufacturers.

The story would have been a complete success but for an oversight and this, I am sorry to say, has created no little criticism on the part of those overlooked. First is the Proctor and Schwartz Company who gave their all in supporting the show. Their Mrs. Burmister was splendid in her untiring efforts as to display materials, etc., and Miss Little, home economist, graduate of the Drexel Institute, was marvelous in her demonstration on the toaster, waffle and hand



SWEENEY

A. M. Sweeney has been appointed sales manager of the electric refrigeration department of General Electric Company, according to announcement just made by P. B. Zimmerman, manager of the department.



STRELINGER

Godfrey Strelinger has been named sales manager of the Leonard Refrigerator Company, according to a recent announcement. He succeeds R. I. Petrie, who went to Kelvinator in a similar capacity.

this month



McIVER

I. W. McIver, formerly manager of publicity for the Edison Lamp Works and later sales promotion manager for RCA Radiotron Company, has been appointed sales promotion manager of the appliance division, Merchandise Department of the General Electric Company, Bridgeport, Conn.



BRYANT

Grigsby-Grunow Company, manufacturers of radios, refrigerators and tubes, has just announced the appointment of George T. Bryant as assistant general sales manager to succeed Harry Alter, resigned.

INVITATION TO WATCH A WASHING

NEATLY printed, almost in wedding invitation style, is the letter sent out to tenants in buildings when the Hurley Machine Company stages basement demonstrations of their new metered washers.

The "dedication" of the metered washing machines has been hit upon to forestall possible trouble, according to Edward N. Hurley, Jr., president of the Hurley Machine Company at Chicago. This firm has some 500 metered washers installed in Chicago apartment buildings and is expanding in several other cities. Meters on these machines are set to run the washer 20 minutes for a dime. The landlord pays for the current.



HIBBEN

Samuel G. Hibben, manager of the commercial engineering department of the Westinghouse Lamp Company for the past 15 years, has been appointed director of lighting, as announced by A. E. Allen, vice-president. In the new position he will function as ambassador-at-large on all lighting activities.

75 PER CENT OF HEATING CORD NOW UP TO APPROVED STANDARDS

INFERIOR cord has been the bane of the lamp and heating appliance business. Fires resulted and portable devices failed to live out their period of usefulness. This has been an old story and a condition which might still exist had it not been for the inception of the Identified Cord Movement. Brought about by reputable manufacturers in conjunction with the National Board of Fire Underwriters and the International Association of Electrical Inspec-

tors, a method was found whereby approved, quality cord might, for the first time, be identified and the public warned of inferior grades of cord on devices they purchased.

That the movement has acquired great impetus and has resulted so far in lasting benefits to the industry may be judged by the fact that whereas but 15 per cent of cord sold in 1930 was approved, today the figure is above

(Continued on next page)



D. W. May has been in the radio and electrical business as a distributor in New York and New Jersey territory for many years. But with repeal here, Mr. May seems to have found an added interest. He has contracted to buy \$5,000,000 worth of European wines to be distributed here.

iron. Her waffles were enjoyed by all. The New York and Queens saleslady certainly was an asset to me. They also came through a hundred per cent by sending a demonstrator for the entire week of the sale at no expense to me. Mrs. Bickerton, the New York & Queens saleslady, being a well trained demonstrator, plus a pleasing personality, added much to my organization.

I, therefore, would appreciate greatly if you could spare me some space in your December issue to mention these oversights, and extend my apologies to the above mentioned.

Thanking you and Mr. Streeter, I am,

WILLIAM J. WARD,
Ward's Electrical Shop,
Flushing, N. Y.

this month

75 per cent of all cord sold.

The first step in the movement was to find a practical means of identifying approved cord, so that the purchaser of appliances could distinguish it at a glance. In order to do this the Electrical Cord Manufacturers perfected a method of applying a bracelet label every five feet reading "Underwriters' Laboratories Inspected Cord." Thus, with this means of readily identifying cord available, the next step was to set up a publicity and educational program. Before finally taking up the next step, however, an analysis of several hundred cities and state electrical ordinances was made by legal authority and numerous city attorneys were consulted. After careful interpretation of most of the codes investigated, it was the consensus of opinion that the local electrical inspection bureaus were responsible for establishing some system of inspection whereby each bureau could stop the sale of unapproved cord at its source—the point of sale.

An outstanding example of this interpretation was in the city of Chicago, where the inspection bureau was advised by the city attorney that they were responsible for the safety of the people.

It was ruled by the city attorney that inspectors should call on all dealers and advise them of the existing conditions with regard to cords and that any dealer failing to heed the warning of the visiting inspector exposed himself to liability not only under an implied warranty of merchantability, but that such an act indicated negligence, because of failure to heed a warning. It must also be borne in mind that 50 cities throughout the country and one state

have already what is known as a 'sales ordinance restricting the sale of unapproved domestic electrical devices. These ordinances and their value to the industry as well as to the public have been discussed in previous issues.

With the knowledge that those responsible for carrying out the regulatory powers of municipalities as well as those inspectors cooperating in the interest of insurance companies, could be relied upon to discourage the sale of unapproved cords, an educational campaign outlining the Identified Cord Movement program was conducted among electrical inspectors. The advantages of the cord movement, especially from the standpoint of popularizing inspection work by placing the inspector in the light of a civic leader, was carried on with all electrical inspection bureaus throughout the country. Inspectors in 77 cities of more than 100,000 population each are now participating in this work and a great number are actively engaged in calling on dealers in the territories which they cover.

In addition to the above, more than one thousand smaller communities are behind the activity. For example, inspection bureaus covering the greater part of New York, Pennsylvania, Kansas, Delaware, Oklahoma, New Hampshire, Louisiana, Maryland, New Jersey, North Carolina, California, Georgia and other states have undertaken Identified Cord Movements. With this support the next move was to enlist electrical leagues, chambers of commerce, safety councils, parent-teachers associations, utility companies. Every electrical league in the country has responded thus far to specified requests

for help and are furthering the Identified Cord Movement. A typical co-operative campaign is outlined in a bulletin issued by the Electrical League of the Tri-Cities. Other associations, including the National Electrical Manufacturers Association, the National Electrical Wholesalers Association, the National Electrical Contractors Association, the National Fire Protection Association, the National Safety Council, the International Association of Electrical Inspectors, the International Association of Municipal Electricians, as well as various branches of the National Retail Dry Goods Association and Better Business Bureaus interested in electrical devices, are all giving the movement whole-hearted support.

It was naturally expected that utilities would enter vigorously into any movement to abolish the use of unsafe cords. In addition some have devoted intense effort in lining up every controlling factor in their territories on the side of the Bracelet Labeled Cord Movement—and also have carried advertising in local papers educating the public to look for the bracelet label on all cords purchased by them.

Certification as proposed by A.E.I.C., or the standards under the re-examination service sponsored by the Underwriters' Laboratories and so readily acceptable to the manufacturing group, are two plans which involve a broad group of appliances and which form the basis for adopting an industry movement. The nearer the time comes to approach a standardization program, the more clearly does it become discernible that the Identified Cord Movement should be studied with increasing interest.



The Viking Products Corporation, distributors in the New York territory, have opened a handsome showroom on the ground floor of the McGraw-Hill Building, 330 West 42nd Street, home of ELECTRICAL MERCHANDISING. A complete line of Westinghouse lamps, lighting and appliances are on display together with Hotpoint and Edicraft small appliances and other merchandise. The editors don't have to go far to get the latest display ideas.





BEFORE

When the Lakewood Apartments in Cleveland wanted to find a way to rent faster, they were impressed by the selling points of a modern GE electric kitchen. Here is a typical kitchen before the installation with gas range, ice box and sink. . . .

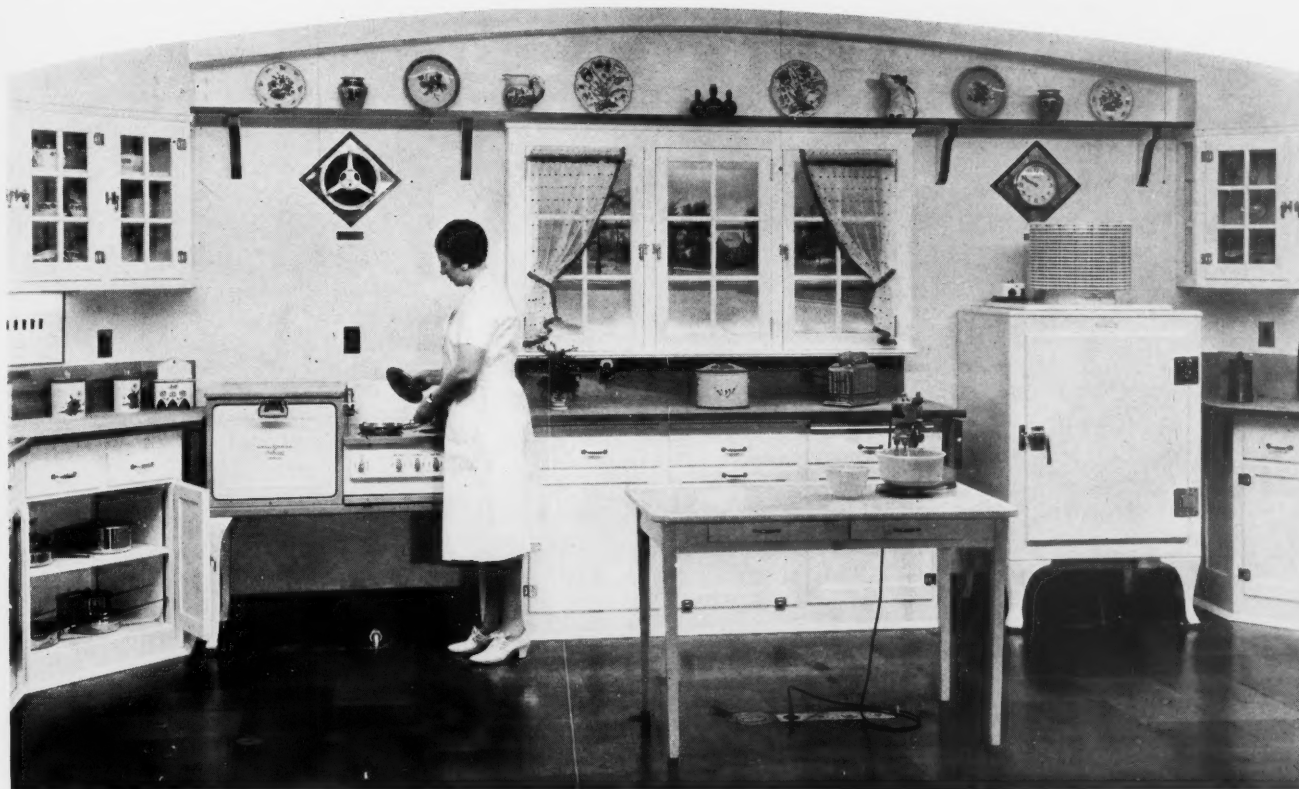
Around the Electrical MAP

Elizabeth Odames of the Utica Gas & Electric's home service department sent us this picture of a unique demonstration kitchen. It is not on a platform; it is used every day; it is planned so that appliances can be switched and other models substituted simply; it is designed simply so that the customer does not get the impression that its beauty and utility are beyond anything she too can own.



AFTER

. . . and here is the same kitchen as it looked electrically equipped. The refrigerator is hidden just at the left. Note how the new lighting fixture, the range and electric dishwasher, plus the smart shelves, improve the appearance.



What the dealer himself GENERAL ELECTRIC



"Quality Line Sells Better"

"Excellent Profit on a Small Investment"

"Much Success Due to Public Preference for G-E"

"G-E Kitchen Step-by-Step Plan Provides Immediate Sales and Builds a Worthwhile Prospect List"

"Tremendous Market for G-E Ranges and Dishwashers"

"Protection Policy on Price Reduction and Obsolescence a Decided Help"

"Controlled Plan of Advertising Most Acceptable and Practical"

TELEPHONE, NORTH 116
HARRY H. HENRY
RADIO

GENERAL ELECTRIC
Refrigerator

79A FIFTH AVENUE
NORTH TROY, N. Y.
October 26, 1933

A. Wayne Merriam, Inc.
108 Erie Boulevard
Schenectady, N. Y.
Gentlemen:

In reply to your letter of October 23rd in regard to how we feel about the General Electric set-up in general I must say that we are more than pleased with the results this year. What with competition slashing prices and with the general drop in prices on all commodities we feel that we have been in a fortunate position inasmuch as we have been handling a line which held up to a standard of quality rather than depending on a low price for volume. I am certainly convinced after this season's results that the buying public is primarily interested in quality.

We have exceeded our 1932 sales volume by a good margin and show an excellent profit for the small amount of money that it is necessary to invest in this business. I feel that one of the greatest attributes to the success we have had has been due to the general public preference for the General Electric refrigerator. I think one of the finest sales promotion plans that has ever been presented to me is the step by step plan of selling the complete General Electric kitchen. As I see it this plan provides for immediate sales of major appliances that go to make up the complete General Electric kitchen. I have only recently become aware of the fact that there is a tremendous market for ranges and dishwashers. In some instances a General Electric range or a General Electric dishwasher has been the first major appliance to be used in the kitchen.

I have found that a good floor display is a decided help in actually closing sales, and as a result I have tried to keep my display attractive and adequate at all times. Your policy covering protection in case of price reduction and obsolescence makes it possible for me to do this.

I think that your controlled plan of advertising is the most acceptable and practical advertising set-up offered by any distributor or manufacturer, and your own cooperation is greatly appreciated.

Very truly yours,

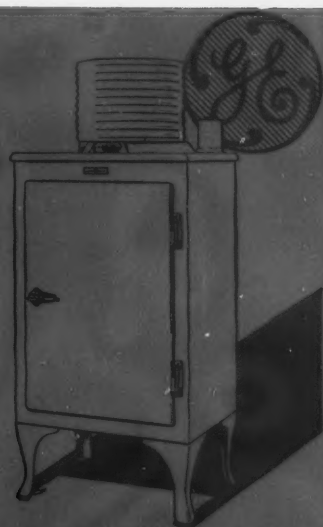
Harry H. Henry

H. H. Henry/t



THE SALE OF A GENERAL ELECTRIC

has to say about the FRANCHISE



COMING from the G-E dealer himself, this inspirational message of Mr. Henry's is *first hand* information on the profit possibilities of the General Electric Franchise. Many letters on file from other G-E retailers are equally enthusiastic. North Troy, N. Y., the location of G-E Dealer Henry's store, is typical of hundreds of communities throughout the country where the G-E franchise offers a permanent, profitable business.

GENERAL ELECTRIC IS NOW APPOINTING NEW DEALERS IN OPEN TERRITORIES

However large or small your display facilities may be, if you measure up to G-E standards, the franchise in your territory will give you a progressive and profitable business—starting NOW. Write or wire for details. General Electric Company, Specialty Appliance Sales Department, Section DE12, Nela Park, Cleveland, Ohio.



Above are interior and exterior views of Harry H. Henry's General Electric display rooms at North Troy, N.Y.

GENERAL ELECTRIC

REFRIGERATORS • RANGES • DISHWASHERS

REFRIGERATOR IS ONLY THE BEGINNING!



Around the Electrical MAP



TOP

It may be late fall but water coolers are still selling. The flock above (Frigidaire) were sold by the Johnston Hardware Company at Fulton, N. Y., to the Oswego Falls Corporation.

CENTER

A new type of semi-spectacular display being used by the Electrical League of Cleveland, employing vari-colored, indirect lighting effects which, at the same time, do not detract from the advertising message.

RIGHT

When the Schlitz Brewing Company serve visitors "The Beer That Made Milwaukee Famous" it is cooled by Kelvinator equipment installed in the modern service bar. Thousands of customers have been served during the past summer.



Sewing Machine Selling Tips for Refrigeration Men (Continued from page 25)

flash these exhibits, stress guarantee, and wind up their presentation with mechanical facts and figures.

Housewife's signature enough

DILLON & SON has no hesitancy in accepting a sale on a woman's signature alone, a hangover from their sewing machine days. "John F. Smith by Mrs. Florence Smith" is enough to turn the deal. Should a woman hesitate Mr. Dillon says, "Every woman has a few dollars of her own to spend, Mrs. Smith, and I am sure that you are in this class. If it were an extravagance you might feel differently but here you are buying something that saves money for your husband. Even your maid would have a few dollars to call her own, and spend them as she likes. I'm sure that you must have the same privilege also. Very few woman today are denied everything but a place to eat and sleep—which is about all the privilege they have if they can't spend a few dollars as they wish."

Sewing machine experience

THIRTY years of selling items like sewing machines has given W. R. Dillon a knowledge of human nature that applies to any specialty, he says. Get your sale while your prospect is warmed up and don't depend on the merchandise to sell itself, he advises. In old days

sewing machine men had the most luck who demonstrated the machine in person and made a sale almost on the spot. Men who left sewing machines for a week or two for the family to use often met with disappointment. Electrical appliances are specialties, he states, and never will sell themselves. If it were true, sewing machines today would be in a class with beans and soap, for they have been thoroughly introduced.

The Dillon strategy, outgrowth of these years of sewing machine activity, is to pay the outside men 10 per cent commission and give them the benefit of two closers—R. M. on the outside, and W. R. in the showroom. Each man is expected to call on approximately four blocks of homes a day, about 48 residences. From this number under present conditions he can anticipate two suspects and two prospects. With houses the salesman presents himself at the front door, with apartments it is the back door, always seeking to gain a face-to-face hearing. How Dillon & Son have capitalized on the public acceptance of the merchandise they sell (Majestic refrigerators and Maytag washers) is evidenced by the Saturday Evening Post presentation they use.

Despite the fact that outside selling has languished in Chicago, Dillon & Son is carrying on profitably. So far for the first ten months of 1933 they have chalked up 215 Majestic refrigerator sales.

What To Do Until the Refrigeration Doctor Comes (Continued from page 24)

9. Odors. Another fertile source of service calls. These are usually caused by improper combinations of uncovered food in the cabinet. Cantaloupes are the worst offenders, often spoiling butter. Lemons are given to tainting milk and onions should be barred from the good society of an electrical refrigerator. The best answer to a "food tastes funny" call is to instruct the housewife where to put her fruits—up in the top, as far away from the easily tainted items as possible.

10. Escaping refrigerant. A rare occurrence, and one that calls for expert attention. Amateur experts can only open windows and prevent it from circulating in house. If leak is in food compartment, keep machine running. If elsewhere shut it off. It is important not to excite the family. There is no danger.

Appreciation that there is a growing likelihood of a need for service is sending more and more men through schools. The further away from the distributor the dealer is, the more lively this feeling exists. One correspondence school in refrigeration today reports its peak of enrollment, and the eight residence schools over the United States continue their steady output of students trained in the ramifications of refrigeration service. In fact, it is estimated that there are some 4,000 men trained to lay tools on refrigerators, and an organization has been formed entitled the Refrigeration Service Engineers Society. Its national secretary is H. P. McDermott, 433 N. Lawler Ave., Chicago.

Dealers with service departments say that one man can take care of from 500 to 1,000 electrical refrigerators. An investment of about \$45 in tools and supplies is necessary, as follows:

Tools—Flaring tool
Tube cutter

Small $\frac{1}{2}$ b. ball Peine hammer
10 in. adjustable crescent wrench
8 in. adjustable crescent wrench
6 in. adjustable crescent wrench
2 screw drivers (3 and 6 in.)
Pipe pliers
High pressure gauge (to 300 lbs.)
Compound gauges (30 in. vacuum to 100 lb. pressure)
 $\frac{1}{4}$ inch valve ratchet wrench,
set socket wrenches ($\frac{1}{4}$ in. to $\frac{1}{2}$ in.)
set Allen set screw wrenches
Pocket thermometer
Set end wrenches
1 set bending springs

Supplies:

100 ft. $\frac{1}{4}$ inch tubing (dehydrated)
100 ft. $\frac{3}{8}$ in. tubing (dehydrated)
10— $\frac{1}{4}$ inch flare nuts
10— $\frac{3}{8}$ inch flare nuts
10— $\frac{1}{4}$ inch tubing to $\frac{1}{8}$ in. pipe thread
2 sq. ft. $\frac{3}{8}$ in. asbestos compound gasket material
30 ft. $\frac{1}{4}$ inch door gasket
 $\frac{1}{2}$ gal. compressor oil—
2 service drums—sulphur dioxide (5) methyl chloride (3 lbs.)
3 sheets Lumorox abrasive paper
Belt supply depends on type of models prevailing in neighborhood.

Departments have been found to pay best only in towns of 5,000 and over; with service calls charge running from \$1 to \$1.50. Night and day service is usually maintained, however, with night trips fortunately coming few and far between.

Taking the Uncertainties Out of Outside Selling (Continued from page 12)

replaced them. From then on sales picked up at such a pace that the particular district is now one of the leaders.

A statistical control record which can search out an evil of this sort without the sales manager having first-hand knowledge of personnel or territorial conditions is extremely valuable. As a matter of fact, the record aside from indicating the volume of business coming from the various territories shows plainly the real reasons for success or failure. Sales production follows prospects and demonstrations just as surely as night follows day.

Let-downs can be sensed immediately and corrective measures applied, because, regardless of the sales volume of a district, if it is not adhering to the minimum requirements of prospects and demonstrations, production will suffer sooner or later. Since the manager is not held accountable for sales volume, he can't use this as an alibi for his failure to do the things which are expected of him.

How does the salesman react under such a plan? Each salesman is paid a salary of \$65 a month, plus commissions on all sales, plus bonuses and prizes. So long as a man continues to make his demonstrations and secures good prospects, he remains on this basis regardless of sales volume. But the management knows that if he performs faithfully his assignments, sales will take care of themselves.

When a salesman fails to do the things expected of him, as a punitive measure, he is placed on a straight commission of 11 per cent plus bonuses. He is then given an opportunity to redeem himself, and if he does he goes back to a salary and commission form of compensation. If he doesn't get in line after being on a commission for a short while he is released.

Of course, the plan didn't meet with an enthusiastic reception when first placed in operation. It took several months to get it working effectively. Eventually it made men realize you didn't need to have superior ability to make a living selling under present-day business conditions. They know the old idea of the "born" salesman is out. The plan is predicated on the theory that a man of average intelligence and average personality, neither too bright nor too dumb, can meet the minimum requirements. It merely takes the guesswork out of his operation and substitutes a definite daily job to do. The quadruple check makes it impossible for him to slip up. The result is that a steady increase in the number of qualified prospects and home demonstrations develops naturally into a steady increase in sales.

How about sales under the "Monty" Plan? It was inaugurated in January of this year. It was well into February before it really got under way, and not until May that the plan began to show obvious results.

To date, 1933 net sales are 21 per cent ahead of 1932.

This plan actually has not only increased sales, but it has decreased the sales cost.

At present the direct selling cost is stabilized around 11.4 per cent, which, with additions of bonuses to salesmen, brings it up to 12.7 per cent. A typical month's breakdown of the cost of doing business is as follows:

Salaries.....	2.8 per cent
Commissions.....	7.7 " "
Bonuses.....	0.7 " "
Prizes.....	1.1 " "

Even more surprising under the "Monty" Plan is the fact that while the cost of getting sales has been going down, the money paid the salesmen in salaries and commissions has been increasing steadily. The chart illustrates graphically what has been accomplished. Net sales have increased, salesmen's earnings have increased, and the cost of doing business has been reduced to a minimum.

Another interesting sidelight is the fact that Philadelphia Electric Company employs 170 salesmen this year, compared to 190 in 1932, and yet these salesmen have earned more money and the power company's net sales for the year have increased 21 per cent.

It is apparent that the emphasis, in selling direct to the home, has been put in the proper place—good prospects and home demonstrations. Nothing is said about the number of calls the salesman is to make a day—that is entirely left to his own discretion. In order to fulfill his minimum requirements for a day's work, the number of calls a salesman must make depends entirely on his ability. A good salesman may be through by ten in the morning—if he wants to quit then and call it a day's work. The good ones don't, of course.

Under the old system the progression was: Calls, prospects, good prospects, home demonstrations, and, finally, sales. Under the "Monty" Plan, it is reduced to a qualified (or good) prospect, and home demonstrations. Sales follow as a matter of course. Under the old system everything was left to the salesman, with some earnest direction from supervisors, which was relaxed as soon as the supervisor thought a salesman knew enough about the business to go along under his own steam. Under the new system, with the supervisor and the manager providing checks on the salesman's minimum requirements, the ratio of sales to prospects and home demonstrations has shown a remarkable increase over the figures with which the industry is familiar.

After only nine months in actual operation, the Philadelphia Electric Company is convinced they have found a working mechanism for specialty distribution of electrical appliances.

The plan assures getting as much business as is possible, regardless of business conditions, and when business is not coming in, the sales manager knows exactly where the fault lies. Alibis are out . . . Hard, cold facts have replaced them.

For many years we have heard prominent men make comparisons between production and distribution. We believe it is a fact that distribution, in the same manner as economics, cannot reach the exactness of a science, because of the personal equation involved. The importance of the problem of distribution is forcibly shown by noting that in 1929 the cost of marketing in the United States amounted to 27 billions of dollars. Of this amount, manufacturers' cost was 4 billions, jobbers' 6 billions, and retailers paid the balance.

It is apparent, therefore, that any improvement in present methods will pay handsome rewards.

This plan does not substitute mechanized routine for intelligent management. However, it places in the hands of the men directing the sales operation, exact, specific records as to what is taking place.

Weaknesses show up inexorably. From that point on, of course, intelligent management comes into play in correcting those faults which are so obviously shown up.

Review of NEW Products



Miller Sunlamps

The Miller Co., Meriden, Conn.
Models: 2 S-1 models; 4 S-2 models.
Description: No. 29, S-1 model for hospital use; No. 19, S-1 floor type household model equipped with Mark Time switch, adjustable arm and reflector; bronze finish; Nos. 7 and 8, S-2 models with Udezine principle providing 5 sunlites in one; adjustable reflector, 12 in. diam.; Ivory or bronze finish; No. 9, S-2 Udezine model providing 3 sunlites in one; No. L 1420 S-2 model with specially designed aluminum reflector concealed in 13 in. silk shade, green, rust or tan, adjustable arm. All models operate on 103-118 volt 60 cycle a.c. with outlet under base for inserting automatic time switch; transformer has voltage range of either 103 to 113 volts or 113 to 123 volts.
Prices: No. 29, \$149.50; No. 19, \$69.50—both models complete with S-1 lamp and time switch; 7, 8, \$29.50 complete with S-2 lamp; 9, \$31.50 complete with S-2 lamp; L 1420, \$39.50 complete with S-2 lamp.—*Electrical Merchandising*, December, 1933.



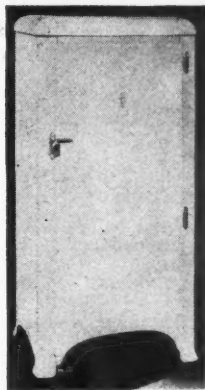
Thor Ironer

Hurley Machine Co.,
Cermak Road and 54th St.,
Chicago, Ill.

Model: 29E, automatic, rotary ironer.
Description: Self aligning, steel ironing shoe with convenient switch to turn shoe heat on or off; pilot light; full open end roll, 26 in. long, 6 in. diam.; automatic knee control; steel table; enclosed mechanism; green lacquer table; lift off cabinet cover—wood or porcelain top—available at slight additional cost.
Price: \$59.50, slightly higher, Canada, Rockies and West.—*Electrical Merchandising*, December, 1933.

Leonard Refrigerators

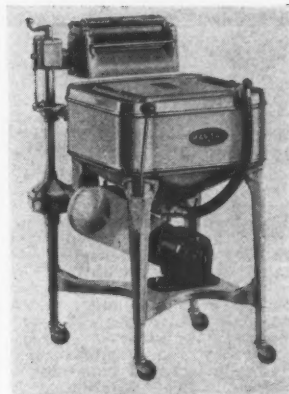
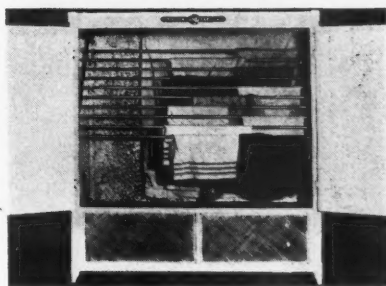
Leonard Refrigerator Co.,
14260 Plymouth Rd., Detroit, Mich.
Models: 5 lacquer models from 4:35 cu.ft. to 7:21 cu.ft., 5 all-porcelain from 5.88 cu.ft. to 10.6 cu.ft.
Special Features: All porcelain cooling unit hung in center with folding shelves on either side makes more bottle room and flexibility of space; 2-tone chrome cooling unit door; control panel at top of cooling unit; Chill-Om-eter has 12 freezing speeds from "Vacation Temperature" to "Quick Freezing"; automatic Steady-Kold Defroster; Sani-Trays; rubber "Easy Cube" trays; flexible rubber grid; Cold Chest; ice tray lifter; larger Dairy basket; vegetable crisper; easily removable service or rearrangement tray fits below bottom shelf; automatic light; Len-A-Door foot pedal mechanism readjusted to bring about hair-trigger action; legs integral part of side walls; 1 piece porcelain interiors.—*Electrical Merchandising*, December, 1933.



GE Clothes Dryer

Appliance Division, General Electric Co.,
Merchandise Dept., Bridgeport, Conn.

Device: Cabinet type laundry dryer.
Description: Eight sheets or equivalent can be dried at one time in less than 60 min.; evaporates between 6½ and 7 lbs. water per hr.; equipped with 12 removable galvanized steel hanging bars; heating unit consists of 6 GE 500 watt strip heaters enclosed in Cop-R-Loy metal heat chamber; maximum heat temperature 175°F; wire screen between heating coils and drying chamber protects clothes accidentally dropped; cabinet ventilated by fresh air drawn through bottom grille, moist vapors exhausted through right side housing; trouble free GE ½-hp. motor and blower contained in separate compartment in base of cabinet; occupies 10½ sq.ft. floor space, 66 in. high; white lacquer exterior, Cop-R-Loy rust resisting galvanized metal interior; full length doors.—*Electrical Merchandising*, December, 1933.



Maytag Washer

The Maytag Co., Newton, Iowa.

Model: 30.
Special Features: One piece aluminum tub with cone-shaped bottom; non-splash top flange; gyrator washing principle; improved Roller Water Remover equipped with 2 tension springs which give 4 point equalizing tension for self adjusting wringer; Mono-Form base; adjustable legs; silent, enclosed, self oiled drive. Also Model 31, available with gasoline Multi-Motor engine.—*Electrical Merchandising*, December, 1933.

Everhot Price Changes

The Swartzbaugh Mfg. Co.,
Toledo, O.

"Everhot" Kitchen Kompakt price listed in November *Electrical Merchandising* as \$21 has been changed to \$19.95, \$21.50 West of Denver.

"Everhot" Casserole-Hotplate price listed in November *Electrical Merchandising* as \$19.50 has been changed to \$13.85, \$15 West of Denver.—*Electrical Merchandising*, December, 1933.

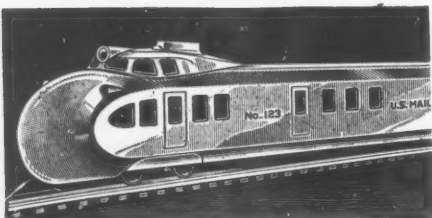


Universal Mixer

Landers, Frary & Clark,
New Britain, Conn.

Device: Model E-784 mixer, beater, juicer, vegetable cutter.
Description: Portable dash may be used over stove or in any bowl or pan; chromium beaters tilt back; convertible into juice extractor, vegetable shredder or slicer; 2 porcelain enameled unbreakable bowls—1 qt. and 3 qt. capacity; revolving tray; aluminum extractor core; ivory with green trim; a.c. or d.c.—*Electrical Merchandising*, December, 1933.

Review of NEW Products

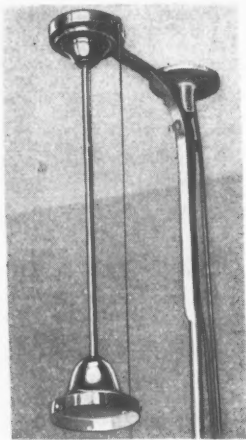


Union Pacific Train

General Trains, Inc.,
Sales Representatives: Engbrecht, Long-
ergan & McCleary,
1434 Merchandise Mart, Chicago, Ill.

Device: Union Pacific model toy train.
Description: Future type train design;
two track system, wooden ties, alu-
minum alloy T rail; induction type syn-
chronous speed motor—no commuta-
tors; no radio interference; car lights
remain lighted while trains are
stopped on sidings; fuse protected
transformers; a.c. only; brown and
cream cast aluminum; 68 in. long 5½
in. high, 4½ in. wide.

Price: "Senior" model consisting of loco-
motive, mail car, 2 passenger cars, 1
track set, \$54.50 complete; "Junior"
model consisting of locomotive, mail
car, 1 passenger car, 1 track set,
\$39.50 complete. — *Electrical Mer-
chandising*, December, 1933.



Wakefield Fixtures

The F. W. Wakefield Brass Co.,
Vermilion, O.

Device: Ceiling and semi-rigid pendant
hanger fixtures for 3-light Mazda
lamps.

Description: Hangers are wired with
3-intensity switch in canopy so that
only 2 wires are available for
connection to lead-ins; may be
equipped with any direct or semi-
indirect glassware having 6 in. neck;
chromium or statuary bronze finish;
Knock-down demonstration unit also
available which permits the new 3-
light equipment to be shown lighted
on customer's ceiling.

Price: Demonstrator, \$15, carrying case
extra. — *Electrical Merchandising*, De-
cember, 1933.

Elmco Razor Blade Sharpener

Elmco Equipment Co.,
Indianapolis, Ind.

Device: Automatic razor blade sharp-
ener for use with Gillette-type blades.

Description: Hones and strops in one
operation; 60 strokes per second; no
hand operations; no moving parts;
nothing to adjust or oil; Bakelite
case; 2½ in. diam; weighs 6½ oz.;
a.c. only.

Price: \$1.50. — *Electrical Merchandis-
ing*, December, 1933.

New Easy Washer

Easy Washing Machine Corp.,
Syracuse, N. Y.

Model: 4-D damp-dryer washer.
Description: Replaces Model 3-D; im-
provements consist of larger tub;
bigger agitator, faster aluminum damp
dryer with straight-side construction
and larger number of exhaust holes;
cover lock holds dryer cover noise-
lessly in place while basket revolves;
dryer bearing makes it possible to
rinse in damp-dryer; quiet floated
Easy power plant; electric pump; dual
swinging drain board; 2 controls do
everything.

Price: \$119.50. — *Electrical Merchandis-
ing*, December, 1933.



Defrost-O-Clocks

The Bryant Electric Co.,
Bridgeport, Conn.

Models: Wall and cabinet type defrosters.
Description: Automatically defrosts elec-
tric refrigerators; keeps perfect elec-
tric time.

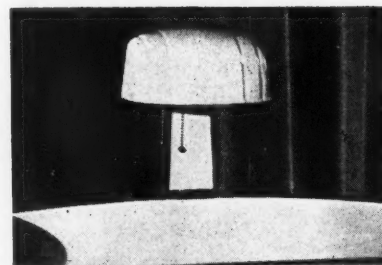
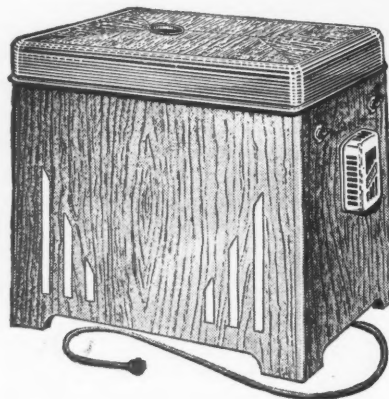
Price: \$5.98. — *Electrical Merchandising*,
December, 1933.

Gilbert Humidifier

A. C. Gilbert Co.,
New Haven, Conn.

Device: No. B-192, cabinet humidifier.
Description: Capacity, 2 gal.; conditions
11,800 cu.ft. air every 5.6 hrs. when in
continuous operation; automatic humi-
didity control enclosed in Bakelite at-
tached to outside of cabinet, may be
set to percentage of humidity desired;
main switch automatically controlled,
test switch non-automatic; a.c. or d.c.
110 volts, 60 watts; walnut veneer
cabinet with birch inlay; 18½ in. long,
14 in. wide, 16½ in. high; rubber in-
sulated; may be connected to per-
manent water supply automatically
drawing water only when needed at
slight additional cost.

Price: \$95. — *Electrical Merchandising*,
December, 1933.

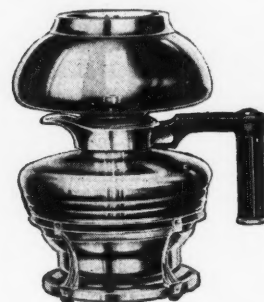


Standard Range-Light

The Standard Electric Stove Co.,
Toledo, O.

Device: "Range-Light" fastens to any
range.

Description: Translucent Plaskon
shade; porcelain enameled standard;
hooks on splasher; can be plugged
into convenience outlet on range or
wall outlet; black or ivory porcelain.
Price: \$7.50. — *Electrical Merchandis-
ing*, December, 1933.



Sunbeam Coffee Makers

Chicago Flexible Shaft Co.,
Roosevelt Road, Central Ave.,
Chicago, Ill.

Device: Models B and C coffee makers
Description: Only 9 in. high with full
8-cup capacity; handy spout perma-
nent part of lower (serving) bowl;
glass filter rod takes place of filter
cloths and metal springs; coffee comes
in contact only with glass.

Prices: Model B, standard stand \$8.95
(Western \$9.25); Model C, with spe-
cial decorative deluxe table stove,
\$10.45 (Western \$10.75). — *Electrical
Merchandising*, December, 1933.



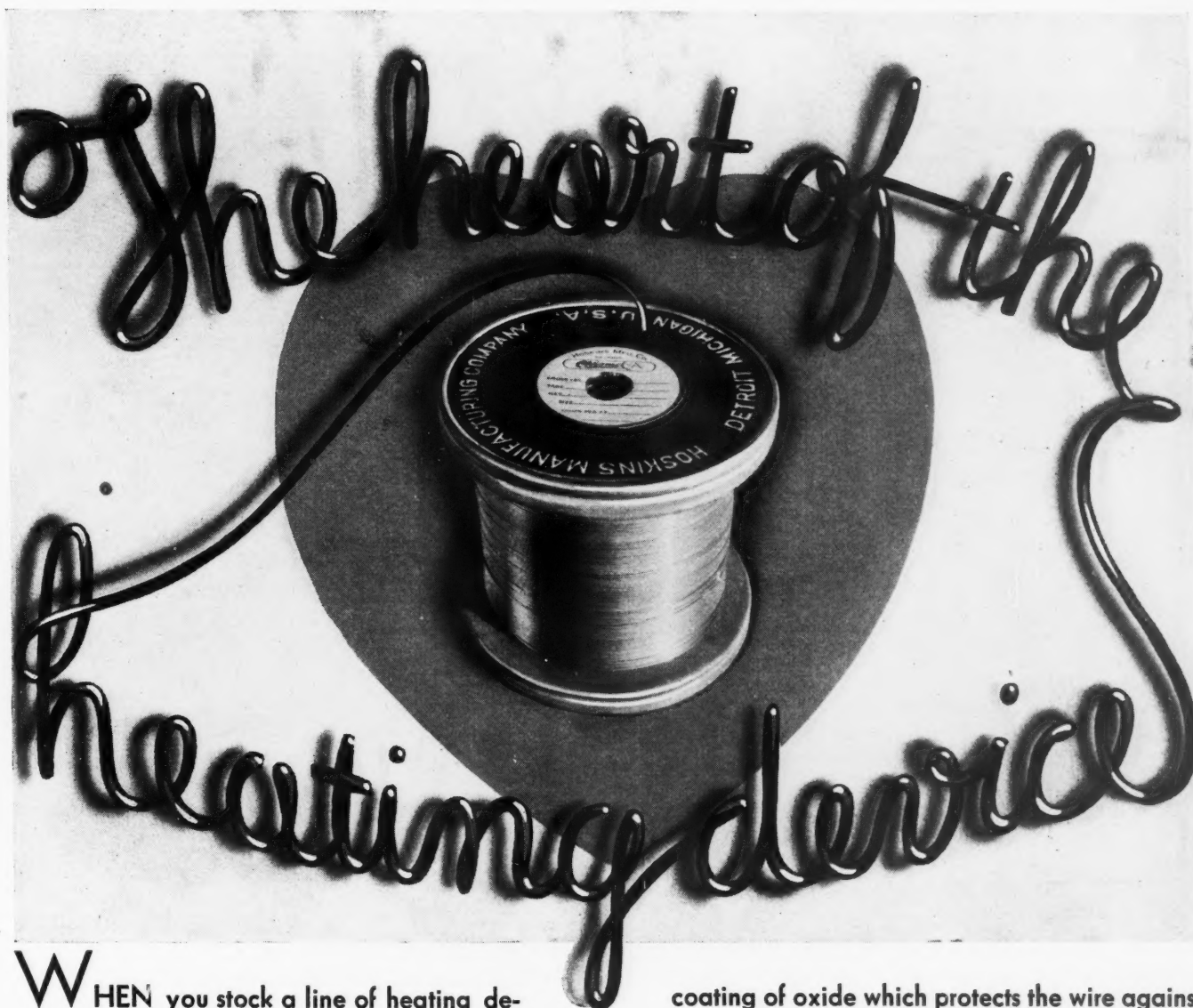
Delta Lantern

Delta Electric Co.,
Marion, Ind.

Device: 2½ volt "Juniorlite" 2-reflector
lantern.

Description: 2 lights—all-around spread-
light from top reflector and 600 ft.
spot beam from front reflector; both
controlled by single 3-position switch;
2 standard 1½ in. flashlight cells.

Price: \$1.60 complete less batteries. —
Electrical Merchandising, December,
1933.



WHEN you stock a line of heating devices, it is well to remember that the product is just as good as its heating-element, which may truly be called the heart of the device. Recognizing this, all the nationally known device makers confidently entrust their priceless trade-names, year after year, to CHROMEL — as they specify it for their heating-elements. CHROMEL is good, because in use it takes on a thin

coating of oxide which protects the wire against further oxidation, thus permitting it to give, literally, years of useful life. Every lot of it is given a life-test, which shows a steady improvement in the product over a stretch of 25 years. Your judgment is sound in stocking devices whose heating-elements are made of CHROMEL. If you'd like to

have our Heating-Unit Calculator, ask us for Form-KM. Hoskins Mfg. Co., Detroit.



HOSKINS
CHROMEL
 (CHROMIUM-NICKEL)

THE WIRE THAT MADE ELECTRIC HEAT POSSIBLE

Review of NEW Products



Improved Hoover Cleaners

The Hoover Co.,
Canton, Ohio.

Description: Sentinel Series Hoover models have been redesigned from handle tip to nozzle. Most notable change is streamlining in which new electric dirt finder feature has been built into motor housing as an integral part; 3 models: popular priced model 450, 2-speed model 800 and heavy-duty model 925. new color schemes, new 2-tone bag designs, new light-weight dusting tools of dur-alumin with swivel joints, tight-locking connections, all-purpose nozzle which includes a brush to loosen dust and a design which concentrates suction at point of cleaning, are other improvements. — *Electrical Merchandising*, December, 1933.



Glorette Table Stove

Glorette Electric Co., Inc.,
725 8th St., Oakland, Calif.

Device: Table stove with oven for toasting and baking; top of oven covered with skillet grill with drain plug and cup underneath for liquid cooking, frying and baking potatoes.

Description: Weighs 9 lbs.; 776 watts, 115 volts; oven 425° F. in 7 or 8 min.; oven equipped with toasting and baking pan, ejector rod pulls or pushes hot pans in or out, windows with heat resisting glass slide in or out; portable aluminum cooking pan fits in skillet grill for stews, soups, etc.; self basting cover fits either skillet grill or cooking pan; green porcelain enamel and chrome.

Price: \$19.50.—*Electrical Merchandising*, December, 1933.

Eveready Searchlight

National Carbon Co.,
30 E. 42nd St., New York City

Device: Eveready special focusing searchlight No. 2647.

Description: Has range of more than 2,200 ft.; 14½ in. long; silver and black striped case.

Price: \$1.00 without batteries.—*Electrical Merchandising*, December, 1933.

GE Range

General Electric Co.,
Specialty Appliance Sales Dept.,
Cleveland, O.

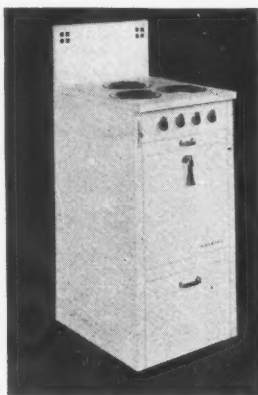
Model: "Modernette" can be built in apartment house kitchen wall on all 4 sides or placed against wall, flush with cabinets.

Surface Burners: 3 Hi-Speed Calrod units with 2 interchangeable open coil oven units.

Sizes: Floor space 18 x 22 in.; cooking top 18 x 21½ in.; oven 14x14x16 in.; overall height 46½ in.

Special Features: Automatic precision temperature control; single switch controls both oven units; smokeless aluminum broiler pan; counterbalanced shelf type oven door; induced draft type oven vent; large storage drawer; ventilation by air passing up through openings in base and out through back splash.

Finish: Stainless porcelain enamel cooking surface, pebbled blue porcelain enamel oven; Bakelite, pendant type door handles.—*Electrical Merchandising*, December, 1933.



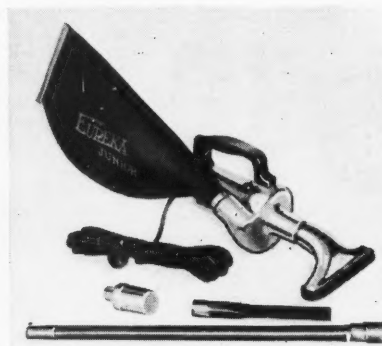
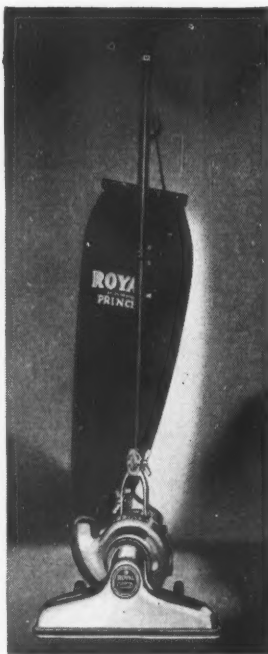
Royal Princess Cleaner

The P. A. Geier Co.,
540 E. 105th St., Cleveland, O.

Device: Royal Princess Model 61 revolving brush cleaner.

Description: Full size motor; wide nozzle with motor-driven brush; double rear wheels for perfect balance and tilting; wide hinged-opening dust bag; automatically lubricated bearings.

Price: \$39.50—complete set cleaning tools including sprayer \$10 additional.—*Electrical Merchandising*, December, 1933.

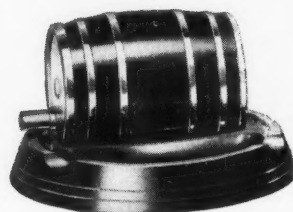


Eureka Cleaner

Eureka Vacuum Cleaner Co.,
Detroit, Mich.

Device: Eureka Junior, hand-type cleaner.

Description: For cleaning upholstery, draperies, small areas where large cleaner is inaccessible; detachable nozzle permits use of attachments: flat narrow nozzle for cracks, crevices of radiators, etc.; 28 in. extension tube; sanitor with compound for moths; swivel nozzle permits cleaning back and sides of upholstery without holding cleaner in awkward, uncomfortable positions. — *Electrical Merchandising*, December, 1933.



Sunbeam Smokemaster

Chicago Flexible Shaft Co.,
Roosevelt Road and Central Ave.,
Chicago, Ill.

Device: "Smokemaster" cigarette lighter made to resemble barrel.

Description: Barrel holds full pack; cigarette released by pressing button and lights itself at first puff; black barrel with chrome trim black ash tray base; 2 models—barrel standing upright in ashtray, or barrel horizontal.

Price: \$3.50.—*Electrical Merchandising*, December, 1933.

Woods Floor Polisher

Kintzing Loom Mfg.
Co., Hanover, Pa.

Device: Woods floor renovating machine; waxes, polishes, cleans, sands, scrubs.

Description: 2 rotary brushes; universal ½ hp. motor, oilless bearings; 12 in. polishing surface; weighs 14 lb.; pistol grip handle, felt bumper, 1 pr. waxing brushes and 1 pr. polishing brushes included with polisher; wire paint removing brush, scrubbing brushes, sanding discs also available at slight additional cost.

Price: \$29.50.—*Electrical Merchandising*, December, 1933.



We are telling the Public



COLONIAL ROASTER R 95



PRINCESS CASSEROLE B 45



COLONIAL CASSEROLE B 50

FOR GREATER SALES Tie in with this Advertising

HERE is the package that has made appliance history from Coast to Coast. Last year it was the season's best seller. This year thousands of enthusiastic users will select this package for their choicest gifts. Under the stimulus of consumer advertising this Christmas demand promises to write a new chapter in the growth of electric cooking. Write your supplier today—order a display stock now.

Advertisements appear in The Saturday Evening Post, November 25th, December 2nd, December 9th and December 16th.

NATIONAL ENAMELING AND STAMPING COMPANY

Executive Office: 290 N. TWELFTH STREET, MILWAUKEE, WISCONSIN

Factories and Branches:

Milwaukee, Chicago, New York, Baltimore,
Philadelphia, Granite City, New Orleans





**"WITH A PRICE TAG LIKE THIS ON A
MOTOR-DRIVEN BRUSH TYPE G-E
CLEANER... I CAN SELL A MILLION!"**

THE big news is out! A G-E Cleaner—a motor-driven brush type cleaner—a great G-E Cleaner under \$50. Way under \$50... down, down to \$31.95!

No wonder dealers the country over are asking "How soon can you make delivery?" And we're answering one and all—"Right now!"

Just consider for a minute what a G-E Cleaner at this price means to you. You doubtless know many women right in your own community that have always wanted a G-E Cleaner—but couldn't afford the more expensive models. Well... welcome them into the fold now. For with Model AV-1, practically every woman can know the efficiency of a G-E Cleaner at a price she's able to pay!

And that isn't all. With this inexpensive cleaner as a starter... women will be able to buy Model AV-1's useful partner, the G-E Handy Cleaner, retailing at \$16.00, (\$1.00 extra for accessories). Imagine it... a complete home-cleaning outfit—two powerful, long-lived cleaners, one for cleaning "rug-covered" furniture, one for cleaning rugs, for only \$48.95.

But the biggest evidence comes last. These two cleaners are making a sensational success with the trade and with the public. That's why we urge you to jump on the G-E bandwagon now. For complete information write or wire your G-E distributor. Or General Electric Co., Section V-2312, Bridgeport, Conn. "Now is the time to buy."



MODEL AV-1—Most powerful motor-driven brush type in its class. Trouble-free G-E motor, packed in lubricant, operates on either A.C. or D.C. Seven-blade fan, hand-balanced and block-tested, made of spot-welded steel. Newly designed dust-proof bag makes for greater cleaning efficiency. Adjustable nozzle. Pistol-grip handle with convenient trigger-switch. Rubber bumper. Weight only 13½ lb. Fully guaranteed. List, \$31.95.

GENERAL  ELECTRIC CLEANERS

Otis and Hiter

in a NEW Achievement—the 1934 Stewart-Warner Refrigerator

What Kind of a Refrigeration Job Is In That Case?

- *Every Competitor In the Field Would Like To Know!*
- *Every Competing Distributor Would Like To Know!*
- *Every Competing Dealer Would Like To Know!*

Because Everybody Has Heard That Stewart-Warner Has a Great Achievement In Its 1934 Refrigeration Line!



YOU OWE IT TO YOURSELF TO CONSIDER THIS LINE AND WHAT IS BACK OF IT BEFORE YOU MAKE A DECISION. ONLY A FEW DISTRIBUTING TERRITORIES STILL OPEN! WRITE! WIRE! OR PHONE US DIRECT!

Joseph E. Otis, Jr. and Frank A. Hiter, of Alemite fame, have gathered around them a corps of refrigeration engineers and designers of proved experience. They have taken off their coats and built a refrigeration line that has "selling" written all over it. And *how* it will sell!

Shortly to be revealed is the line itself. Refrigerators are going through in production volume *right now!*

Let's Take a Look at the Record!

You know about Alemite. You know it has built probably the most successful distributor organization in America. Do you know *why* they're successful? Just 3 main reasons—Good Business Men—Good Line of Products—Management that KNOWS what a distributor CAN and SHOULD do and what he CAN'T and SHOULDN'T do!

Otis and Hiter have been back of them, giving them the right moves through *two* depressions, with unquestionable success.

How Otis and Hiter Work'

Several months ago Otis and Hiter were put at the head of Stewart-Warner Management and Sales. All this time they have been at work with their engineers and designers and production men—but quietly! They were waiting—waiting until they had a line of products that would sell, stay sold and sell more by virtue of finer performance.

Now they have it!

What Kind of a Refrigeration Tie-Up Should YOU Make?

Not a comet! The sky's been full of

Joseph E. Otis, Jr., left, and Frank A. Hiter, right, watch Charles D'Olive, Sales Manager Refrigeration Division, sink the last nail in the first packing case.

them. Hitch your wagon to a STAR! Tie up with men who have built and are building LASTING SUCCESS!

Tie up with men who know your problems as a distributor—who know how to give you the right moves at the right moment—who can steer you away from the rocks that have wrecked many a distributor's success!

Put them all together and they spell this—OTIS—HITER—Stewart-Warner Electrical Refrigeration Line for 1934!

Put that spelling on your contract!

And *you'll* go places!

STEWART-WARNER CORPORATION, Dept. 3, 1828 DIVERSEY PARKWAY, CHICAGO

Now-MARKETING HELP FOR

THIS coming January, electrical appliance dealers and distributors are going to need more than mere good resolutions. True, the electrical industry faces a more encouraging prospect in 1934 than in many a year. But although the market will be there, it will not be sold by the same methods that were successful four years ago, three years ago or even a year ago. This year has seen radical changes in the marketing of electrical merchandise. 1934 will see additional changes.

What have been the significant changes in appliance marketing this year? What are the trends for next year? What products would distributors and retailers of various types be wise in pushing? How can they best be sold? What will be 1934's pitfalls for the unwary electrical merchant? What new products, new policies and new personnel will be offered by electrical merchandise manufacturers in 1934?

You electrical merchants who are numbered among *Electrical Merchandising's* 19,000 readers will get the answer in January. You'll get the answer in our "MARKETING AND STATISTICAL ISSUE," published that month. To be sure, in other years you've been helped by *Electrical Merchandising's* Annual Statistical Issue, a feature of some fourteen years of our history. But the 1934 "MARKETING AND STATISTICAL ISSUE" of your magazine and ours will be an innovation.

EDITORIALY, this new feature issue will cover marketing changes and trends in each of the major appliance fields—washers, ironers, cleaners, refrigerators, heating appliances, etc. Statistics on these and other appliances will be included, of course, but with full interpretation for your guidance. This unbiased editorial material will help you build 1934 appliance marketing on a stable and correct foundation.

But the editorial section of our January "MARKETING AND STATISTICAL ISSUE" will not complete the benefits of the issue to you. We are asking manufacturers to give you their side of the picture, too. We are asking them to tell you their plans for 1934, so that you can tie in your marketing plans with those of the manufacturers whose products you sell or will sell next year. We're asking manufacturers to give you a full statement of their policies for 1934. We're asking them to tell you about their 1934 models

FOR 1934 SELLING

of merchandise. Where they have made changes in personnel, we're asking them to tell you about these changes, too.

In other words, the January 1934 "MARKETING AND STATISTICAL ISSUE" of *Electrical Merchandising* is designed to be your guide to 1934 electrical merchandise marketing. You can read and study both editorial and advertising pages. You can fix your plans for 1934 operations, including not only selling policies and plans but also the selection of actual merchandise as well. As such a guide book, the publishers feel sure you'll find the January "MARKETING AND STATISTICAL NUMBER" of *Electrical Merchandising* of genuine service.

Note to Manufacturers:

IN THE advertising pages of this important issue, there is a logical place for the manufacturer to put into type and pictures the story of his merchandising plans for the new year. There is a chance for him to tell 19,000 interested members of the electrical trade the full story of the advantages his plans have for these men. Here is an opportunity to lay a real foundation for the manufacturer's entire 1934 sales program. Remember, too, that first impressions are important. So are first-of-the-year impressions. That's why the auto manufacturers, for example, pay so much attention to their first-of-the-year publicity. They know that the trade frequently carries almost a twelve-months impression of an individual manufacturer, determined by his January statement of plans and policies. Similar conditions often apply in the electrical field.

ALL types of electrical merchandise are going to be bought in 1934—refrigerators, oil burners, ranges, water softeners, ironers, mixers, water heaters, washers, cleaners, cookers, dish-washers, heating pads, irons, toasters, cord sets, portable lamps, health lamps, clocks and a score of other items. Many distributors and dealers will be tempted to change the brands they sell, around the first of the year. Your sales story in the January "MARKETING AND STATISTICAL ISSUE" of *Electrical Merchandising* will help you retain your present business and add to it.

We'll be glad to tell you more about the kind of sales story your company should carry in this important issue of the electrical trade's premier business magazine. But let's talk about it soon, since first advertising forms close on December 20th.

Electrical Merchandising

*More subscribers—more reader interest—more advertising volume
than any other electrical trade publication*

MCGRAW-HILL PUBLISHING CO., INC.

330 West 42nd Street

New York, N. Y.

Branch offices in the principal cities



Zeolite to us — MONEY to you!

WE'VE magnified it so you can't miss it—this single granule of zeolite. It's the material that is used in Permutit domestic water softeners, illustrated below. It is not consumed, but periodically regenerated with salt solution, and used indefinitely.

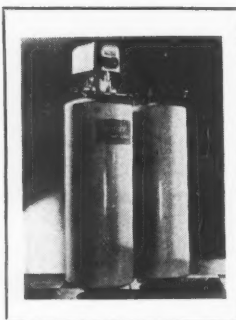
Nearly everywhere water contains hardness. Pipes, boilers, water heaters, kitchen utensils become coated and filled with scale. Complexions are irritated, hair made stringy, washable clothes wear out too fast.

Permutit ends all these troubles by making water soft. Because of the economies it effects, it pays for itself, on the average, in 18 months. The unit of sale is high—your profit is substantial.

Exclusive franchises available to selected dealers. All the sales tools you want, dramatic sales presentation, hard-hitting direct mail, comprehensive colorful literature, etc., etc.

This is a real business proposition for a live dealer. Clip the coupon for the complete story—don't pass up this chance to find out about this great household product with a billion-dollar market.

Fully automatic, this Permutit Water Softener gives soft water under permanent electric control.



Permutit

Water Softeners

The Permutit Company, 330 West 42nd St., New York, N. Y.

Please rush complete particulars of your water softening proposition. Send full information, without obligation on my part.

Name.....

Address.....

Principal line.....

EM-12-33



UPSIDE-DOWN Washing Principles ARE OUT-OF-DATE

Clothes naturally float in water.

Top agitation is the up-to-date as well as the natural way of washing.

It will get clothes cleaner and whiter with an astonishing saving of time over any other method. Because it is the efficient method, slower agitation is possible, saving much wear on the clothes.

The Zenith Patent Overhead Agitator with gentle rubber hands, is only one of *three sales features* exclusive to the Zenith.

A demonstration will surprise you. Zeniths have stood the test of many years service. Users are the best boosters.

Five **Zenith** Models

Priced from \$49.50 up

ZENITH MACHINE COMPANY

General Offices

259 So. 1st Ave., E, Duluth, Minn.

New York
20 Vesey St.

Chicago
1416 Merchandise Mart

Why LEADING SPECIALTY DISTRIBUTORS AND DEALERS are selecting

PRODUCT—In 1920, a pioneer—today, the outstanding name in oil heat! 13 years of manufacturing leadership and engineering dependability—of steady growth and consistent improvement. The ABC Oil Burner is a home appliance that *sells*! Its exclusive *Mistolator* principle of combustion provides the kind of flame for which 90% of domestic heating plants were designed. Thousands of installations all over the country testify to efficient operation.

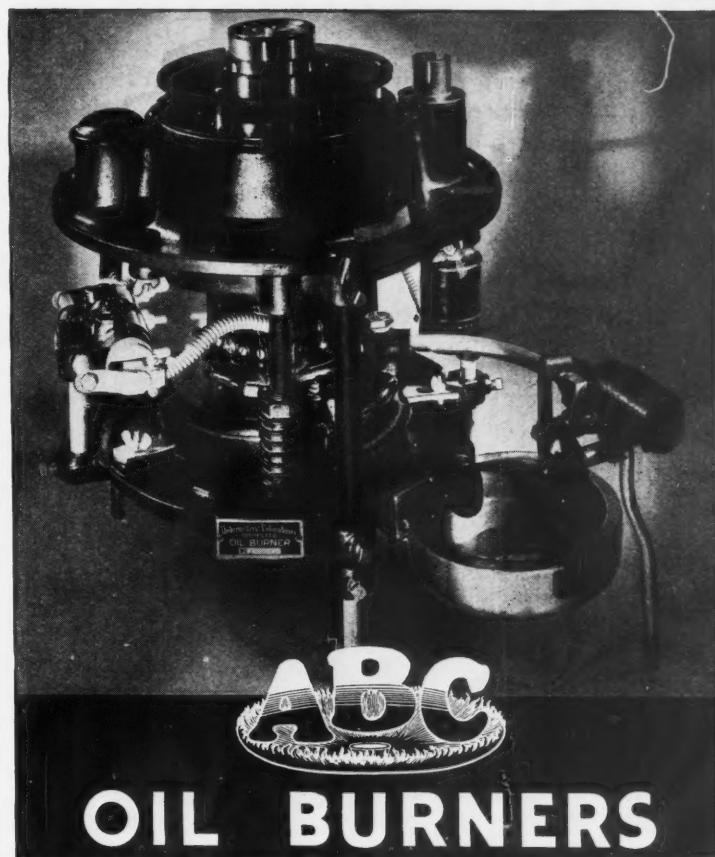
PACKAGE MERCHANDISE—Think of being able to sell oil burners like package merchandise! That's exactly what ABC's new Merchandising Plan permits you to do. Service Depots install the burner and handle all servicing. You simply make the sale—and a sizable profit that doesn't melt away! It's the first time in the history of the oil burner industry that sales of burners have been simplified. Oil burner profits can be yours without increasing your overhead a single cent!

LARGE UNIT SALE—You make more money with fewer sales because the ABC Oil Burner is a large unit sale. Distributors and dealers alike enthusiastically endorse ABC as an item that brings bigger profits with the same sales effort. Concentrate your selling activities on a home appliance that *increases* your profit!

PROFIT—An ABC Franchise is a four-fold opportunity for profit. First, it opens up a tremendous *new* market for you among your *old* customers—prospects whom you know and whose good-will you already have. Second, under the ABC Merchandising Plan, the profit you make is the profit you *keep*. Your margin doesn't trickle away in installation and service calls. Third, oil burner sales are made when other home appliance sales are falling off. Oil burners bridge seasonal gaps—you keep your sales organization busy all year! Fourth, ABC's complete line of power and range burners and water heaters brings year 'round sales opportunities and new customers for other merchandise.

PROMOTION—All of ABC's merchandising activities are centered on you. ABC helps you to make sales—not only by established Service Depots, but also by planned factory co-operation. Powerful sales tools like the new ABC Salesmen's Presentation—80 pages of *real selling help*! Sales literature both for mailing and for store distribution. All this, backed by a Merchandising Plan that has been *tested* in the home appliance field!

INVESTIGATION—Already a number of large home appliance distributors have lined up with ABC. Their success is proof that profits can be made with ABC Oil Burners. Write to them—find out why they're so enthusiastic about ABC as a source of real profit. Talk to home owners who have installed ABC Burners—we'll be glad to provide you with a list of installations in your vicinity. And don't forget, our plant is open for inspection at any time that's convenient for you!



See what these leading home appliance distributors say:



"Our next major merchandising activity will center around the ABC Oil Burner. The product is time-tested and proven, it represents a high unit of sale, and offers substantial profit to both distributor and dealer."

DAVID M. TRILLING,
Partner in
Trilling & Montague

"We have been successful in closing many of the largest dealers in our territory, who accepted the ABC proposition because it was merchandised properly, because the product is correctly designed, and skillfully constructed and because it is profitable."

MAX H. KRICH,
Gen. Mgr.,
Krich Distributing Co.



"Right now is the time for our dealers and ourselves to accept the rapidly increasing opportunity for business and profit presented by the power burner market, just as we accepted the same opportunity when it was presented by radio and refrigeration."

J. H. BURKE, Pres.,
J. H. Burke Company



"Your very able presentation has helped us immensely in actually signing up a good number of very choice dealer accounts whom we never dreamed would be interested in selling oil burners. The broadening of the market and year 'round sales opportunities afforded by your range burners and water heaters, making for completeness of the ABC line, have been tremendous aids."

CHARLES G. D'ELIA,
Pres.,
D'Elia Electric Co., Inc.



Write for complete details today! There's no obligation!

AUTOMATIC BURNER CORPORATION
1823 CARROLL AVENUE . . . CHICAGO, ILLINOIS

Ventilating Fans SELL Year 'Round

Not so long ago refrigerators—and VENTILATING Fans—were hot weather items. Today they are sold every month of the year. Your customers are much more inclined to consider ventilation of major importance, both at home and in offices, stores, theatres, restaurants, etc., than ever before.

Publicity on the subject of air conditioning has made the public "air-conscious"—and BREEZO Ventilating Fans supply fresh air quietly and inexpensively.

HOME

Ventilating Market IS READY—

If you have not tried to sell home ventilating fans, you do not know how receptive your customers are to this accessory to home comfort. Demonstrate,—explain the advantages of BREEZO Home Ventilating Units—and you will make sales!



Field for LARGER FANS Is Rapidly Growing—

One of the most fertile fields for the sale of BREEZO Fans is found in the thousands of restaurants, cafés and taverns being opened all over the country. These places are all first-class prospects for fans, pent-

houses, louvers, etc., and the electrical dealer who goes after this business will get it.

We are ready to help you figure on any job requiring ventilating fans. Send us your inquiries.

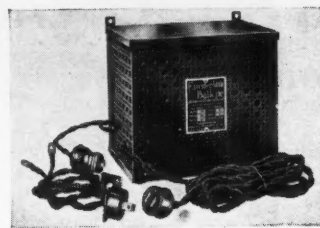
Buffalo Forge Company

205 Mortimer St., Buffalo, N. Y.

In Canada: Canadian Blower & Forge Co., Ltd., Kitchener, Ont.

Sell BREEZO VENTILATION

Fansteel Balkite



Send for dealer proposition on Fansteel Balkite Automotive Battery Chargers. 2½-ampere Home Garage Model enables owner to plug in at night—battery pepped up by morning. (Charging connector permanently fastened under dash as shown above.) No removing of floor boards, no fussing with battery connections. No bulbs; no switches; no fuses. Operate 7 to 9 years without renewals. No dropping off in output. No servicing. Nothing to get out of order. A wonderful dealer item.

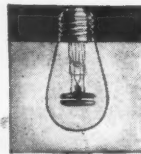
Also—2 higher capacity units for service stations, public garages, fleet owners, airports. Low first cost; low operating cost. A new, fast, money-making, money-saving battery charging service.

FANSTEEL PRODUCTS CO., Inc.

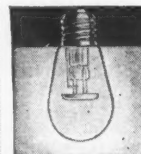
48 W. 22nd St., North Chicago, Ill.

HUNDREDS of USES for NEON GLOW LAMPS

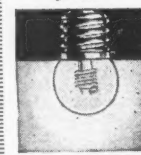
And a size just right for each



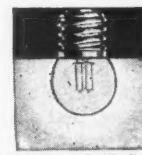
3-Watt Bulb S14
Finish—Clear
Sprayed red or yellow



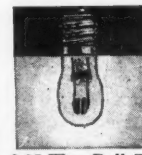
2-Watt Bulb S14
Finish—Clear
Sprayed red or yellow



1-Watt Bulb
G 10



0.5-Watt Bulb G 10
Supplied in 1.0-
Watt for 220,
230, 240 Volts



0.25-Watt Bulb T 4½
Supplied with
Candelabra Base
Only

Neon Glow Lamps have hundreds of uses, and new ones are turning up every day. As night or indicator lights in the home. Exit lights in theatres, offices and factories. For signal or pilot lights, for testing, and many other purposes. They cost little to begin with and are low in operating cost throughout the whole of their long life. Their low level of illumination is ideal for their many uses. Dealers will find it profitable to stock the full line. Neon Glow Lamps are becoming increasingly popular. For full details on prices and sizes, address General Electric Vapor Lamp Company, 887 Adams Street, Hoboken, N. J.

GENERAL ELECTRIC VAPOR LAMP COMPANY

573A Copr. 1933. General Electric Vapor Lamp Co.



Utility Merchandising Executives
Distributors
Specialty Dealers
Department Stores

Here's the wedge that
GETS IN where you can't
... and sells appliances!

**GLANCE OVER A FEW
OF THE SUBJECTS
COVERED AND PRO-
FUSELY ILLUSTRATED**

How to make the home suitable for greater comfort and convenience . . . suggestions for improving the electric service in any existing home . . . approved methods of extending the use of electric service in order to serve new appliances . . . how electric appliances are "Electric Servants" in any household . . . what a cent's worth of electric current will buy in modern comfort and convenience . . . wiring requirements for complete electric service and how to accommodate approved methods of lighting and the use of additional appliances . . . a memorandum for the reader to fill out with local addresses, telephone numbers and information relating to electrical service.

Read "The Electric Home" yourself and you'll see why it is making such a sensation among merchandisers—and THEIR CUSTOMERS!

IT makes no difference what appliances you're pushing — whether refrigerators, ranges, oil burners, water heaters, washers — if your selling efforts are directed to customers living in wired homes, "The Electric Home" is the most effective advance sales tool you can use.

This new book by E. S. Lincoln will get your story right through closed doors and into the homes and consciousness of your prospects and customers quicker and more economically than any method we know of. It paves the way for your salesmen — opens more doors to their ring — prepares receptive audiences — makes them *want* electrical appliances which will bring greater comfort, health, convenience as well as ease the labors of housework.

Note the subjects covered. From introduction to final page, every line, every paragraph, every illustration does a selling job which leads the prospect right back to you ready and willing to buy at least one additional appliance.

And the profit from one sale will pay the cost of the book many times over!

Now is the time to put this book in the homes of your prospects—now when long postponed desires for greater comfort and conveniences are re-awakening—now when purse strings are loosening up.

And how inexpensively you can use this outstanding new sales booster! Mail in the coupon today asking for details. No obligation of course.

**MAIL
COUPON
TODAY!**

Electric Home Publishing Co.
230 Park Avenue, New York, N. Y.

Please send details about your new sales tool "The Electric Home," together with prices on various quantities.

Name.....

Position.....

Company

Address.....

Almost here!

JANUARY 1934

A New Year for Business



Must business wait for advertising budgets?

When the 1934 race for sales begins, will your company be off at the crack of the gun? Or will your sales drive have to wait, because your publication advertising budget didn't provide for getting started in the early January issues of business papers.

We needn't remind you that competition is going to be keen in 1934. That immediate advertising is needed to start January sales. That the companies with a head start on the rest of the field will be just that much to the good.

You executives who read this have the

power to get your advertising managers started *without a formal budget*. Business can't wait on budgets. Give them your O.K. *now* to go ahead with the advertising portion of your sales promotion program.

1934 ought to be a better year for business. It will be,—if you make it a *12-month year*—if you pack each month full of effective sales effort — *preceded* by aggressive advertising effort.

Note that January issues close in December — and closing dates are right at hand. Check up with your advertising manager—NOW!

McGraw-Hill Publishing Company, Inc.

New York • Boston • Philadelphia • Washington • Greenville • Cleveland
Detroit • Chicago • St. Louis • San Francisco • Los Angeles • London

American Machinist
Aviation
Bus Transportation
Business Week
Chemical and Metallurgical Engineering

Coal Age
Construction Methods
Electrical Merchandising
Electrical West
Electrical World
Electronics



Engineering and Mining
Journal
Engineering News-Record
Factory Management and
Maintenance
Food Industries

Metal & Mineral Markets
Power
Product Engineering
Radio Retailing
Textile World
Transit Journal

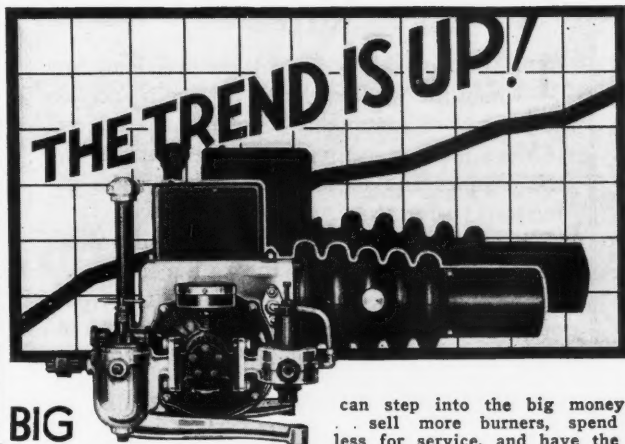


Elasticord certainly belongs among your Xmas merchandise. Think of its *attention value*—an ironing cord that actually stretches and contracts—that can be guaranteed for a full year because of its long-life rubber core.

Elasticord never soils or musses spotless things. It's always off the board—out of the way.

And best of all—it will help you sell other merchandise. Packed in display cartons—Xmas packing if desired. Ask your jobber. United Elastic Corporation, East-hampton, Mass.

Elasticord 



In a Lean Year!

In satisfaction to customers, in sales and profits to dealers, Century paid big dividends in '33. Throughout the entire year, the sales trend was up . . . up . . . UP!

Now that America is hitting its stride again, Century offers you an even greater opportunity in 1934 and the years to come. You

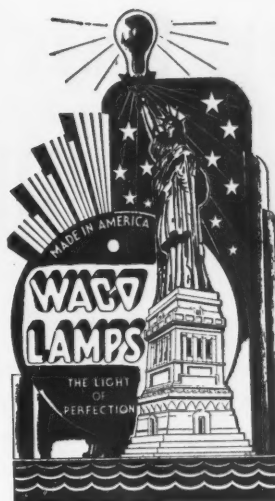
can step into the big money . . . sell more burners, spend less for service, and have the backing of one of the strongest organizations in the industry.

Because of quantity production and mass market selling, Century Burners are priced lower . . . without sacrifice of dealer discounts . . . without sacrifice of quality.

If you want to make more sales and more money in 1934, write today for Century's money-making dealer franchise. CENTURY ENGINEERING CORP., Dept. E-12, CEDAR RAPIDS, IOWA.



CENTURY OIL BURNER
Flaming Flame



THE Public has become aware of the vast difference in various brands of electric bulbs, despite similarity of appearance. The flood of inferior bulbs that have deluged the country in the past few years has educated the user to the vast variation in quality existing between them.

There is no more dependable index to a reliable lamp than a Trade Mark registered at Washington and known over the entire United States.

Wabash Appliance Corporation has long accepted this criterion and have registered the WACO Trade Mark for the "Light of Perfection" Lamps as evidence of the desire to establish for their standard of quality and excellence a name upon which the Public can depend with confidence for electric bulb purchases.

MANUFACTURED BY



Trade Mark
Reg. U. S. Pat. Off.

WABASH
APPLIANCE
CORP.

474 JOHNSON AVE.
BROOKLYN, N. Y.

Sell the Lamps that combine Quality and Value!

Recognized by representative distributors, dealers and users.

SUN-GLO LAMPS

For Guaranteed Service, Standard Efficiency and Designed Life

SUN-GLO LAMPS are designed to meet the specifications adopted by the Bureau of Standards for Government purchases of lamps as to wattage and voltage ratings, lumen output, average life, and per cent of initial lumens maintained.



Investigate the better profit and greater lamp volume with SUN-GLO LAMPS. Our constantly growing production is the best evidence of satisfied customers who are convinced by SUN-GLO performance.

Trade Mark Reg. U. S. Pat. Off.

Write for our complete catalog and the interesting articles "What are the Qualities of a Good Lamp" and "False Economy."

SUN-GLO LAMP WORKS, INC.



456 Johnson Ave., Brooklyn, N. Y.



ONE
WAYNE S-4

BURNER to care for any size
Domestic Heating Plant!

● **H**ERE is a real contribution to the oil burner industry, which dealers will particularly appreciate. Just one model—the type S-4—will take care of any domestic job from 350 square feet to 3500 square feet of steam radiation. Think of it! You can eliminate all other sizes, cut down your floor stock and build up your profit accordingly. Just one burner to sell and a burner you can do a real job with. Write for bulletin and details of the Wayne sales building plan.

Wayne Oil Burner Corporation
701 Glasgow Ave. Fort Wayne, Ind.

WAYNE MODEL S-4



NOTE

THIS report is the property of the client for whom the work is done. Its significance as to product or commodity represented is subject to the adequacy and representative character of the samples and to the comprehensiveness of the tests performed.

In the interests of accuracy and avoidance of misunderstanding and to the end that correct impressions may be conveyed, quotations from or citations of this report are authorized only subject to ETL review and approval.

ELECTRICAL TESTING LABORATORIES

Thousands of test reports are issued annually at ETL on all classes of products.

Thousands of people handle them . . . hence the need for the caution stated in the second paragraph of the above NOTE now pasted on each report.

Electrical Testing Laboratories
80th Street and East End Ave.
New York N.Y.



SEARCHLIGHT SECTION

EMPLOYMENT : BUSINESS : OPPORTUNITIES : EQUIPMENT—USED or RESALE

UNDISPLAYED—RATE PER WORD:
Positions Wanted, 5 cents a word, minimum \$1.00 an insertion, payable in advance.
(See 1 on Box Numbers.)

Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.

Proposals, 40 cents a line an insertion.

COPY FOR NEW ADVERTISEMENTS ACCEPTED UNTIL NOON ON THE 25TH FOR THE ISSUE OUT THE 1ST OF THE FOLLOWING MONTH.

INFORMATION:

Box Numbers in care of any of our New York, Chicago and San Francisco offices count 10 words additional in undisplayed ads.

Discount of 10% if full payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH

1 inch \$7.50
2 to 3 inches 7.25 an inch
4 to 7 inches 7.00 an inch

Rates for larger spaces or yearly rates, on request.

An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Electrical Merchandising.

SerVall Quality acknowledged by dealers everywhere.



SERVALL COMPANY, 4409 Seyburn Ave., Detroit, Michigan

"SEARCHLIGHT"

IS

Opportunity Advertising

- to help you get what you want.
- to help you sell what you no longer need.

Take Advantage Of It

For Every Business Want

"Think SEARCHLIGHT First"

G-7

SPECIALS

VACUUM CLEANER ARMATURES

Rewound exchange price \$1.40 each.
Lots of four \$1.25.

BRUSHES REBRISTLED, 35c each.

WRINGER ROLLS, 1 1/4 x 12 Stock,
6 rolls for \$5.15.

WASHING MACHINE PARTS
VACUUM CLEANER SUPPLIES.

We have what we advertise—

POMRANZ ELECTRIC CO.

4552 Sheridan

Detroit, Mich.

POSITION WANTED

SALES EXECUTIVE. 42, aggressive, capable, with successful sales record through utility, jobber and dealer accounts, selling major electric appliances for the home, for large national concerns. Possesses well-balanced background and ability in organizing, marketing and sales management. Available for immediate connection in executive or selling capacity. PW-502, Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

REPRESENTATIVES AVAILABLE

Aggressive Merchandising Organization

With office in Milwaukee and five representatives calling twice monthly on 450 electrical and radio dealers throughout Wisconsin, desires additional lines. Can finance or operate on commission basis. RA-503, Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

Manufacturers' Representatives

We are seeking representation as manufacturers' representative of lines of merit calling on the electrical, hardware, radio and automotive trade as well as department stores in Metropolitan New York and New England, whom members of this organization have successfully sold over a period of years. Office and display, 239 Broadway; also have warehouse facilities. Manufacturers Merchandising Company, 239 Broadway, New York City.

WRITE

FOR OUR NEW VACUUM CLEANER ENCYCLOPEDIA

REPAIR PARTS & REPLACEMENT CO.
1214-18 No. Wells St., Chicago, Ill.



DeLuxe Cushion ROLLS and REPLACEMENT PARTS

We render a complete Washing Machine and Vacuum Cleaner Replacement Service for Dealers.

Write for our 20 page Catalogue

WASHING MACHINE PARTS CO., 1241 S. Hope St., Los Angeles, Calif.

RADIO CONSTRUCTION LIBRARY

Including Construction of Short-Wave and Television Sets

By MOYER and WOSTREL

3 Volumes, 1087 pages, 6 x 9, 605 illustrations

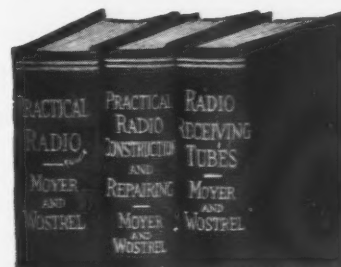
Volume 1. **Practical Radio.** Presents the fundamental principles of radio so clearly and simply that anyone of average training will be able to understand and apply them. Deals with recent developments in television, including devices for its practical application. Latest types of photo-electric cells and neon glow tubes for television services, newer types of receiving tubes especially those for operating with alternating current, etc.

Volume 2. **Practical Radio Construction and Repairing.** Discusses fully all the elemental principles of radio construction and repair. Includes such subjects as: Sources of electricity for radio tubes—Audio frequency amplifiers—Construction of impedance coupled and "Universal" four type receiving sets—Short-wave receiver—The television receiver—and many others.

Volume 3. **Radio Receiving Tubes.** Clearly explains the essential principles underlying the operation of vacuum tubes. Includes complete information on the newest types of radio tubes and improvements which have been made in tubes already in general use. Gives complete descriptions of apparatus required for radio receiving sets and for industrial equipment; also of devices utilizing radio receiving tubes as essential parts.

FREE EXAMINATION

Easy terms
Send this coupon



McGraw-Hill Book Co., Inc., 330 West 42d Street, New York

Gentlemen:—Send me the **RADIO CONSTRUCTION LIBRARY**, all charges prepaid, for 10 days' Free Examination. If satisfactory, I will send \$1.50 in ten days and \$2.00 a month until \$7.50 has been paid. If not wanted I will return the books at your expense.

Name

Home Address

City and State

Name of Company

Occupation FEM-33.

(Books sent on approval in U. S. and Canada only.)

Insure Speed, Safe Delivery and Dependability by Shipping Your Goods by **RAILWAY EXPRESS**

Here is a way to eliminate all the guess-work in the handling of your merchandise—whether you are the shipper or receiver—and at the same time eliminate the round of time-wasting troubles on lost and delayed shipments when handled through two or three miscellaneous shipping companies.

Specify Railway Express on *all* your shipments and then you will be sure that your orders will be delivered safely and quickly either to your store or to your customer.

Railway Express is a single responsible organization with nation-wide coordination and team work that makes Rush a *reality* and not just a meaningless word.

Futhermore, through prompt Railway Express service you will be able to keep lines of quick-moving merchandise filled by daily delivery and thus not miss a single sale. Shipping costs by Railway Express are moderate and include liability up to \$50 on packages not exceeding 100 lbs. We give a receipt to the shipper and take one from the consignee—double-barreled proof of safe collection and delivery. A telephone call brings the Expressman to your door at all places where vehicle service is maintained.

SERVING THE NATION FOR 94 YEARS



NATION-WIDE RAIL and AIR SERVICE

ALPHABETICAL INDEX TO ADVERTISERS

This index is published as a convenience to the reader. Every care is taken to make it accurate, but *Electrical Merchandising* assumes no responsibility for errors or omissions.

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HUMEO

(MEANS MOIST AIR)

JUNIOR



\$19⁵⁰ LIST

PROPER
Air Conditioning

at a

POPULAR PRICE

YOUR CUSTOMERS realize the advantage of air conditioning. Humeo Jr. (portable) provides it at the lowest price ever available for a quality device. Humeo uses less current than an ordinary light bulb, is quiet, simple attractive, foolproof and is mechanically **correct in principle**. Absolutely no condensation. A fitting companion to the original Humeo ... The coupon below will bring **action** on our attractive dealer proposition and profit to you.

PUFFER HUBBARD MFG. CO.
MINNEAPOLIS, MINNESOTA

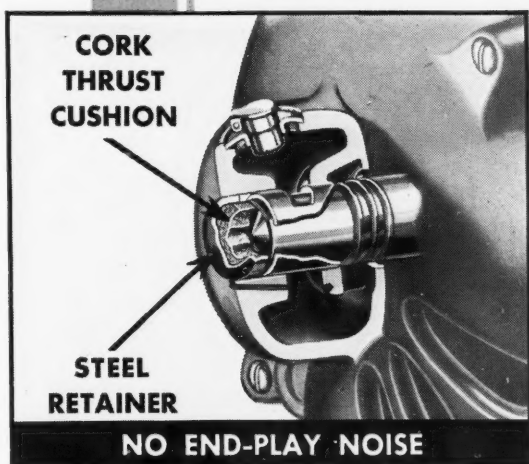
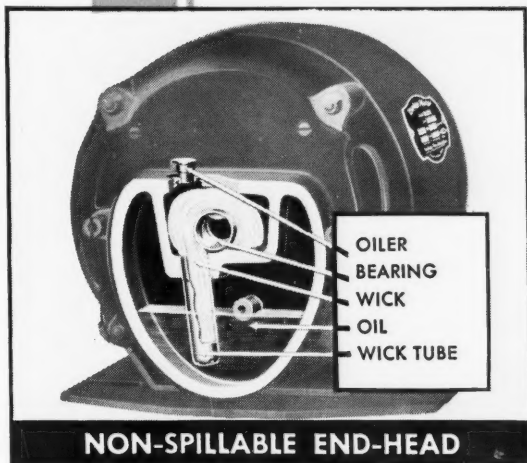
Please send me complete information on Humeo.

NAME _____

ADDRESS _____

Only DELCO MOTORS

HAVE THESE 3 FEATURES



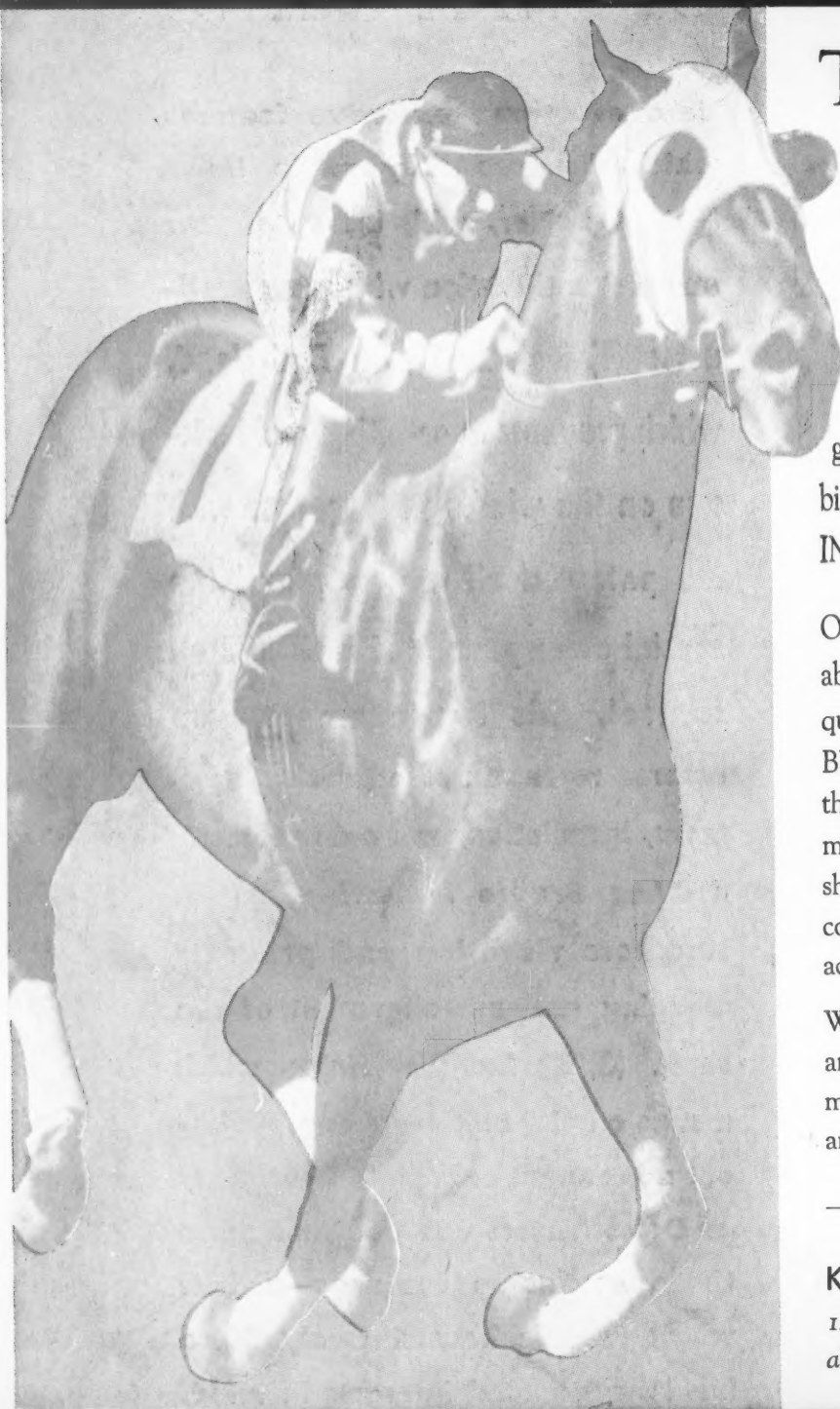
Here are three exclusive features which, because they make Delco Motors better, will increase your owners' satisfaction with your products: (1) *Non-Spillable End-Head*, which prevents over-oiling and leakage on the windings. Together with the patented oil reservoir and the special arrangement of wick and oil control, this improvement also assures retention of oil during shipment, installation, and operation. (2) *Rubber Cradle Mounting*, which smothers vibration and prevents creeping and mis-alignment of the shaft. (3) *No End-Play Noise*, which means a quiet motor—always—without adjustment or replacement. Only on Delco Motors will you find these three exclusive features—a fact which reveals how sincerely Delco has its customers' interests in mind.

**DELCO PRODUCTS
CORPORATION**
DAYTON, OHIO



OVER THE LINE

—way out in front!



THIRTY-THOUSAND, one hundred and sixteen Kelvinators shipped in April—the biggest month's business in 19 years in the industry. . . . Forty-three thousand, three hundred and fifty-seven units in May—another new, all-time record. June with the enormous total of 44,525 orders, set another record. A 330% gain in July over July, 1932. And appreciable gains for August and September—all combine to make 1933 the **BIGGEST YEAR IN KELVINATOR HISTORY.**

Of course, we are proud of this remarkable sales record because it shows, beyond question, that the public knows, likes and **BUYS** Kelvinator. And with all respect to the other fine electric refrigerators on the market, we do not believe any of them can show comparable gains for 1933, or more conclusive evidence of a deep-rooted public acceptance.

With the marvelous new Kelvinator Line and with a *bigger* advertising and sales promotion program, 1934 is destined to be another **KELVINATOR YEAR.**



KELVINATOR CORPORATION

14250 Plymouth Road, Detroit, Mich. Factories
also in London, Ontario, and London, England

(766)

Kelvinator

1. 100.0